

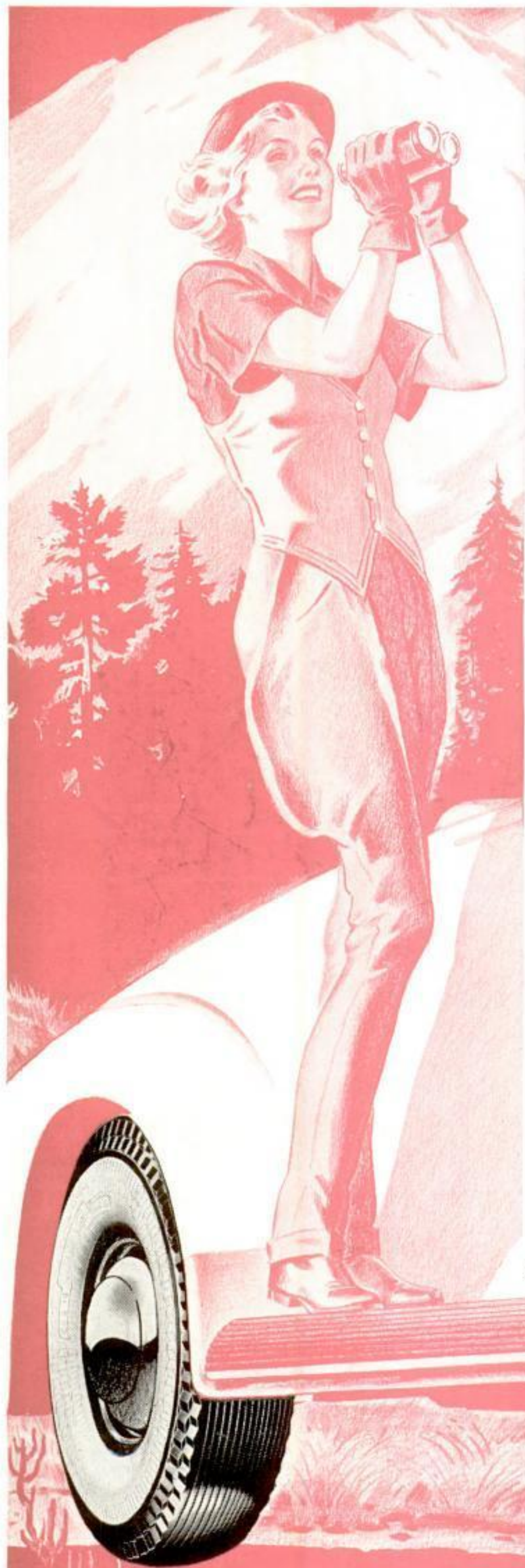
LIFE



THE MAN WHO CAME BACK

JUNE 20, 1938 **10** CENTS

FAR-SEEING PEOPLE RELY ON GENERAL'S *Long Mileage AND Quick Stops*



ABOVE all tires, the General is universally recognized as offering the maximum protection against the hazards of blowouts and skidding. General has always led the industry by years in giving car owners the latest benefits of tire safety engineering.

A different kind of tire, the General is built to stand far greater strains than are ever put on it. Soft, flexible, its patented low pressure construction means easier riding and greater protection to the car. This same design, plus General's extra strength and quality, provides the greatest protection from blowouts. These are things which give you the *extra* safety for today's driving and the long, carefree mileage which people have come to expect in a General Tire.

See your General Tire dealer. He will make you a liberal allowance for the equipment tires that come on your new car or for the unused tire mileage on your present car.

THE GENERAL TIRE & RUBBER CO., AKRON, O.

New!

FOR FORDS, CHEVROLETS, PLYMOUTHS,
AND ALL POPULAR-PRICED CARS

GENERAL DUAL 8

With General's sensational *quick-stopping* safety, *big mileage* and *extra strength*,

**COSTS LESS
THAN A DOLLAR MORE**
than you'd pay for an ordinary first-line tire. Never has top-quality cost so little.

Copyright 1938 The General Tire & Rubber Co., Akron, O.



It wrinkles when you apply the brakes
An exclusive General Tire feature. The flexible tread wrinkles into squeegee-action. Sweeps away water. Stops you quicker on wet pavement than ordinary tires stop on dry, and straight in line every time.

THE GENERAL TIRE

- goes a long way to make friends

IT'S EASY TO OWN THIS EXCITING PLYMOUTH "Roadking"

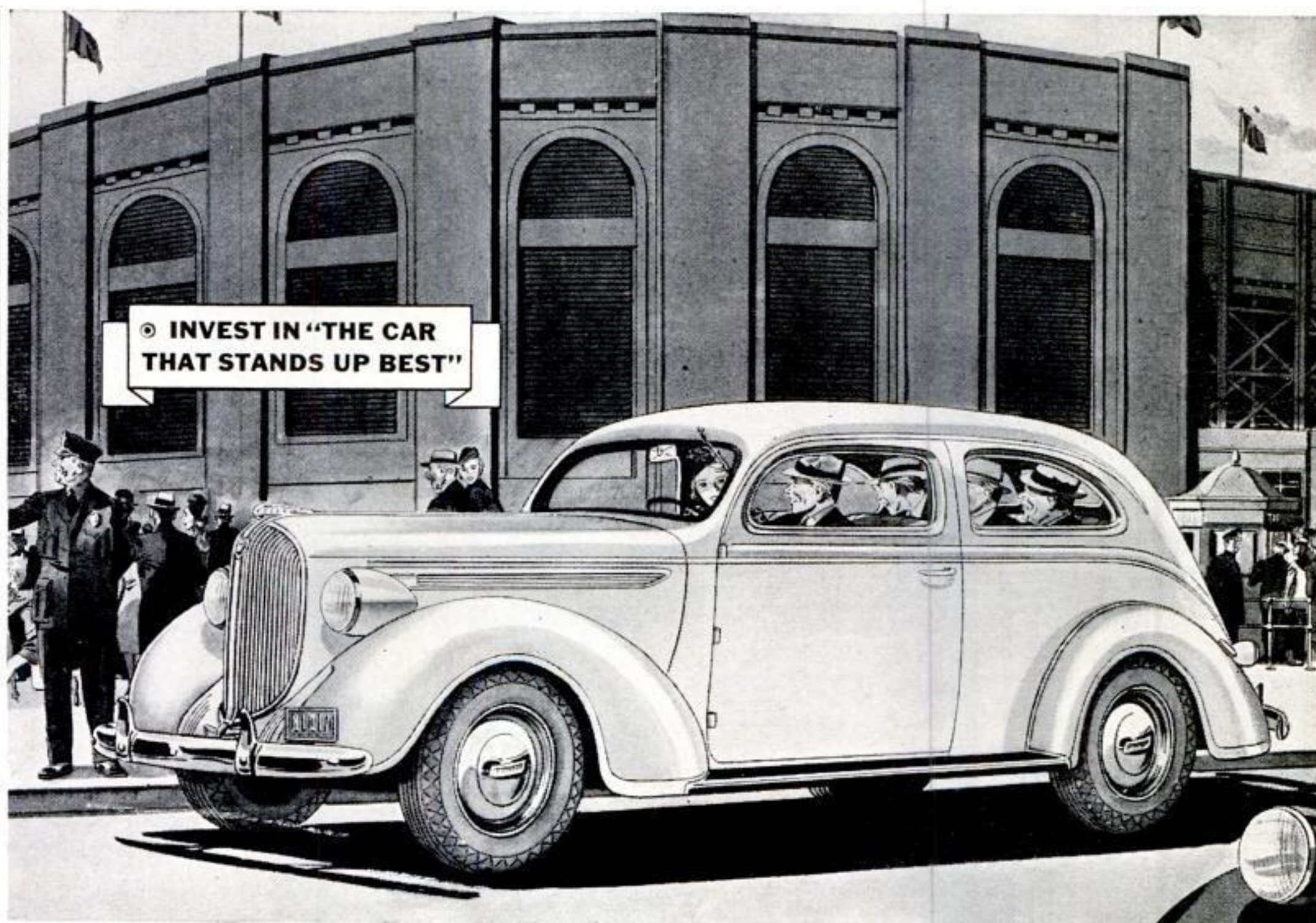
Your present car will probably represent a large proportion of Plymouth's low delivered price...balance in surprisingly low monthly instalments.

PLYMOUTH
"Roadking"
5-PASSENGER SEDAN
\$685

—"Detroit delivered price," including front and rear bumpers and bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray front and rear, sun visor, safety glass and big trunk space (19.3 cubic feet).

Plymouth "Roadking" models start at \$645; "De Luxe" models slightly higher. Plymouth prices INCLUDE ALL FEDERAL TAXES. State, local taxes not included. Phone your nearby Plymouth dealer for a demonstration today.

TUNE IN MAJOR BOWES' ORIGINAL AMATEUR HOUR, COLUMBIA NETWORK, THURS., 9-10 P. M., E. D. S. T.



"I HEARD SO MUCH ABOUT IT, I BOUGHT ONE!"

"So many people raved to me about the Plymouth 'Roadking,' I went to see it and bought one," says Joseph Stillman, Brooklyn, N. Y. "I was astonished by the car's wonderful ride and amazed to find that I could get a Plymouth at such a low price."



BIGGEST OF THE 3 leading lowest-priced cars...the popular Plymouth "Roadking" is nearly 7" longer than one; over 10" longer than the other.

AMAZING NEW RIDE—The Plymouth "Roadking's" ride is causing a sensation in the lowest-price field. It has faster steering, easier handling.

Bumps and vibration are absorbed by unique rubber body mountings and big, airplane-type shock absorbers.

FULL POWER—The "Roadking" is

making a hit because it has the big, 82-horsepower, "L-head" engine which gives both full-powered performance and record economy—without sacrifice of one or the other! Owners report 18 to 24 miles on gas!

Find out why this Plymouth is winning so many new fans. Take a few minutes today...see and drive this Plymouth "Roadking." Phone your nearby Plymouth dealer for a demonstration. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

PLYMOUTH BUILDS GREAT CARS

**THE "ROADKING"
THE "DE LUXE"**

This One



E42P-N8K-U883

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SPEAKING OF PICTURES . . .



John L. Lewis and William Green were once such friends that in 1924, when he was battling the conservative bloc of

the American Federation of Labor, Lewis made Green A. F. of L. president. Still battling A.F. of L. conservatives

in 1936, Lewis found himself opposed to his old friend, Bill Green. This handshake is pure photographic politeness.



Edward VIII and Archbishop of Canterbury were never as warm friends as Edward's father and the Archbishop were.

But the churchman once spoke well of Edward, saying he had "that personal touch which moves the whole Em-

pire." Before they began their battle over Mrs. Simpson in 1936, they posed together at services at Westminster Abbey.

... *THESE ENEMIES* *ONCE WERE FRIENDS*

Benjamin Franklin, in 1775, fell out with William Strahan, a Scottish publisher, over Franklin's political theories. Franklin sat down and wrote a brief letter to Strahan. It ended:

You and I were long friends; you are now my enemy, and I am
Yours,
Benjamin Franklin

This is a statement which could be written, with fair justice, by any one of the principals on these pages to the person with whom he is photographed. It is doubtful, however, that any of them could manage to be as much to the point as Franklin was. These people were all, for reasons of state or affection, once intimate. The course of history and personal ambition has whirled them apart until today their feelings toward each other have soured. In most cases, the friendship foundered in a struggle for power. In all cases, the power of one of the friends has gone up while the power of the other has receded. Most of the defeated ones are exiles—the Duke of Windsor, Selassie, Calles, Hanfstängl, Trotsky. Alfred Smith is still in America, but he has virtually banished himself from the political party he once led.



Emperors of Ethiopia, former Emperor Haile Selassie and present Emperor Victor Emmanuel, rode in the Italian's royal coach in 1924 when Mussolini was courting the Emperor he later overthrew.



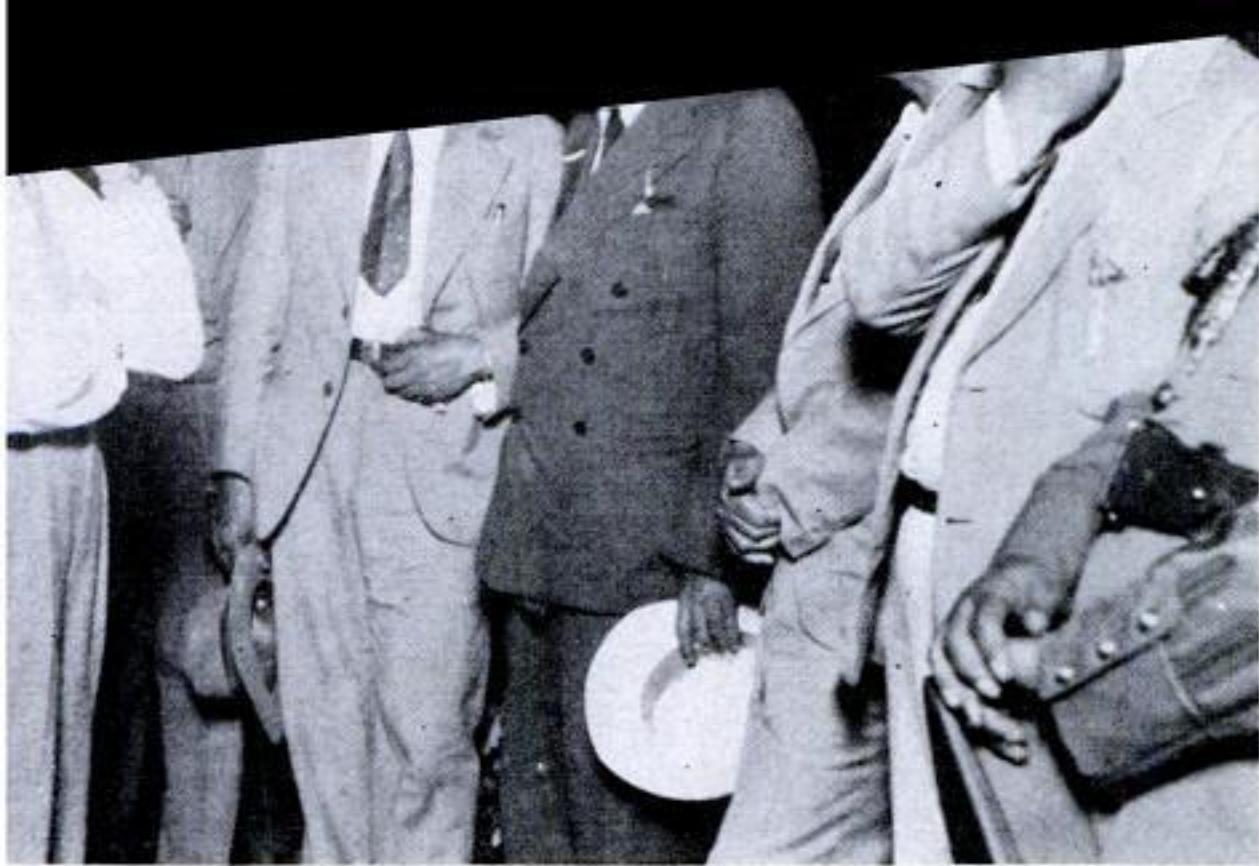


WINNER
Marion E. Kohlman

**WIN A
PRIZE
FOR FINDING
PLEASURE
\$50,000.00
WEEKLY CONTEST**

ENTER NO. _____

"LET THE P..."



Cárdenas and ex-President Calles were photographed before Cárdenas sent his
r scurrying into exile. Cárdenas is in center facing camera, Calles next right.



Al Smith and Franklin Roosevelt stood on a platform together for the last time in 1932.
Since then, Al Smith has paid only one visit to the President, opposed him bitterly in 1936.



Goebbels (hat in hand) used to be intimate companions. "Putzy" would soothe
ing the piano to him. In February 1937, Putzy fled Germany, has not returned.



Trotsky and Stalin, never good friends, worked together until Lenin died in 1924. Then their
struggle began. They have not met since Stalin (*far right*) exiled Trotsky (*second, left*) in 1928.

THE REST OF THE WORLD GO BY"

Take a good look because this is a rare picture. It is a study of MAN when he has reached the height of relaxation and enjoyment. Insurance Salesman Kohlman just dropped everything when he got his prize winning check and went fishing. You might think he's worried about his next sale—or about Washington. He's not, though. He doesn't even care if the fish bite. Just lying there in the Alabama sunshine—he's pulling on his pipe and quenching his thirst with ice cold bottles of ROYAL CROWN Cola. Ho-hum . . . oh, for the life of a prize winner.



WINNER
L. H. Bonham

"Enough For Two," says School Teacher Bonham. He's right, too, for one 5c bottle of ROYAL CROWN contains two full glasses of bracing refreshment. This new two-for-one game is sweeping the country. Every day millions enjoy the delicious flavor and wholesome goodness of ROYAL CROWN Cola. (Pretty Miss Dickinson, why not make School Teacher Bonham teach you how to win a cash prize?)

ROYAL CROWN. A first prize of \$1,000; 10 second prizes of \$50 each; and 50 third prizes of \$10 each. Send in as many entries as you wish for each week's contest. To enter the contest simply complete this sentence with 25 words or less: "I like ROYAL CROWN Cola best because . . ." Mail your statement with one metal crown from a ROYAL CROWN Cola bottle, or a facsimile, to ROYAL CROWN Cola, Columbus, Georgia. For more details, ask your soft drink dealer for a contest folder. Entries are *not* acknowledged. To insure absolutely impartial judges, ROYAL CROWN has employed an outside company to select the winners (Reuben H. Donnelley Corp.). All winners are notified by mail and the eleven top winners in each week's contest are announced on the ROYAL CROWN REVUE, broadcast every Friday night over the NBC.

ROYAL CROWN

REG. U.S. PAT. OFF.

COLA



WINNER—Helen June Kelley

Grand Combination . . . all set to enjoy her lunch, Miss Kelley's pleasing smile is ample proof that a cold bottle of ROYAL CROWN Cola makes any sandwich taste better. All soft drink dealers sell ROYAL CROWN Cola, and the Good Housekeeping Seal of Approval is stamped on each sterilized bottle.



Music of Tomorrow by the kind of tunes his band plays on the ROYAL CROWN REVUE, broadcast every Friday night over NBC network. Tune in for good comedy and good

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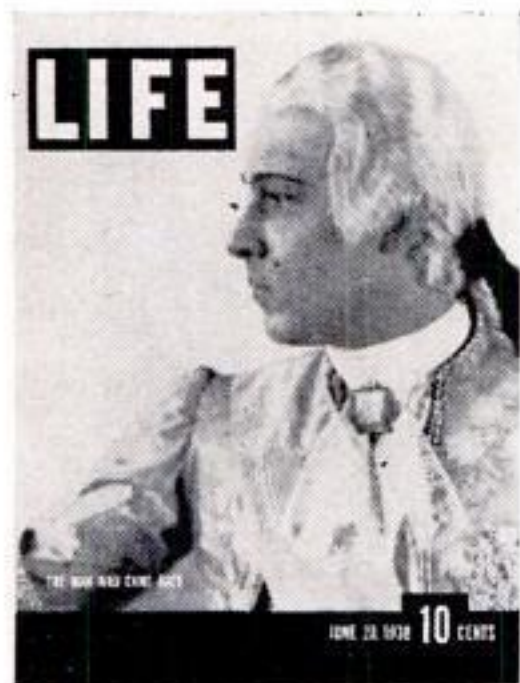
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LIFE'S COVER: On this week's cover is Rudolph Valentino, the man who came back from death to lead America's first important revival of old movies. By 1938 standards Valentino's pictures are silly, his acting ham. Psychologists attribute much of his appeal to his clothes. His frills in *Monsieur Beaucaire* (cover), his toreador bolero in *Blood and Sand* and his embroidered riding breeches in *The Sheik* (pp. 54-56) were as responsible for the warmth Valentino aroused in women's hearts as were his Latin scowl and his patent love-making.

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Are you waiting for a Shaver better than the SCHICK?

Then do not wait
another day . . .

The Schick shearing head is based on such fundamental principles that we doubt if another method, *not using these principles*, will be found in our lifetime.

There were many centuries of shaving with blades—hundreds of years when men knew about mechanics—and scores of years when men could make machinery as fine as watches. But mechanical shaving *without blades*, cutting hair underneath a thin protecting plate, without injury to the skin, is what Schick gave to the world.

Shaving is a matter of small dimensions—of engineering and gauging in ten-thousandths of an inch. There is no room for even *theoretical* improvement in Schick's principles—little chance for *practical* major mechanical improvement.

WHY SHOULD YOU WAIT?

There is no reason to postpone another day the sheer comfort and economical efficiency of Schick Shaving. Some men are waiting for a \$5 electrical shaver. In our studied opinion, no company can produce a fine preci-

sion instrument, such as ours, to sell for much less than \$15. We don't believe a cheaply-made shaver *could* shave satisfactorily over a period of time. It would cost more in the long run than a well-made shaver.

Go to an authorized Schick dealer—let him demonstrate the Schick Shaver to you and tell you how and why it actually restores and reconditions your skin even after years of blade-shaving. Follow his instructions, and in a short time you will enjoy quick, close and economical shaves—and without the use of blades or lather.

FATHER'S DAY—JUNE 19



When you give Dad a Schick Shaver you give him quick, close, painless shaves—a renewed skin! A face forever free of shaving irritation, cuts and callus—a natural "clear skin" look!

GRADUATION



Graduate him to quick, close shaves! Give him a Schick, the shaver that *conditions the skin as it shaves*, \$15. (The de luxe Schick with gold plated shearing head and "jewelry box" case, \$18.)

ANNIVERSARIES—WEDDINGS



What better gift than a Schick Shaver for anniversaries?—or for ushers to give the groom?—or for groom to give the ushers? (A man gives his wife the Schick Shavette, dainty, feminine, \$16.50.)



SCHICK DRY SHAVER, INC., STAMFORD, CONN. Western Distributor: Edises, Inc., San Francisco
In Canada: made and sold by Schick Shaver, Ltd., Montreal

Schick Dry Shaver, Inc., has no connection with the Magazine Repeating Razor Co., which manufactures and sells the Schick Injector Razor

SCHICK SHAVES

WE SPEAK FOR OUR FRIENDS

*The time has come for an appeal to common sense.
American justice and fair play require it.*

Consider these recent events:

In November 1936, the "Consumers' Guide," distributed free to thousands of housewives by the Consumers' Council of the A.A.A. of the Department of Agriculture, warned housewives "Watch the Scales."

In January 1937, Grand National Pictures released the feature picture "Great Guy" starring James Cagney as an honest Weights and Measures Official battling to protect the public from "The latest racket—short weight." This film was seen by millions of people from coast to coast throughout the year.

In April 1937, "Consumers' Guide" ran an article on "The novel technique used by a Virginia official to protect consumers against short weight."

In October 1937, the Consumers National Federation issued a bulletin to its members, "C.N.F. calls your attention to the problem of Weights and Measures."

In December 1937, "Consumers' Guide" ran "One Day with a Weights and Measures Official."

HERE ARE THE FACTS—

We have at least as much knowledge of the true facts as any of those who have yet spoken. An intimate factual knowledge of conditions in food retailing is essential to us in a major division of our business.

Dishonest practices in food retailing (whether chain or independent), where they exist, are almost without exception the result of bitter competitive conditions, or a lack of business knowledge.

Also, of course, there are those who from inheritance and environment are morally dishonest. Every business and profession has them. **Food Retailing Has No More Than Its Share.**

ON THE OTHER HAND we have in our files conclusive evidence that the great majority of food merchants, not only are fair in their business dealing, but are actually giving away their profits. We make this categorical statement, and stand ready to prove it. Why do they?

1. BECAUSE THEY WANT TO "PLAY SAFE." They know that an occasional mistake, a careless slip, may lose them your trade and subject them to fines. In blind self-defense they play safe and give more than they should. What a price to pay! Five per cent net profit is rarely made in food retailing today. But five per cent of your pound of steak is only four-fifths of an ounce. When your meat man gives you only that much overweight—he gives you his entire profit on your purchase. Yet in thousands of cases they are doing just that.

2. BECAUSE THEY THEMSELVES DON'T KNOW IT. With such a slim margin of profit, it's easy to give it away and not know it. The store owner may know it. But his help are, of course, less interested. They know the boss wants to treat customers right. Like the maid in your home, they don't pay the bills.

3. BECAUSE THE EQUIPMENT IS INADEQUATE. Your food retailer depends on a machine to weigh your meats, produce and similar purchases. That machine (the scale) also automatically computes the price you pay.

But too many machines are out-of-date. They were built in the days when you bought larger quantities. Today you buy "a slice at a time"—small quantities, more frequently. The older scales were not built for this. They are particularly outmoded in the way they compute the prices you pay. Many of them have missing prices, requiring mental arithmetic. Most of them are badly out-of-date in their reading features, making it impossible for the man behind the counter to read the right price, every time, quickly.

How do we know these things? Because for years our representatives all over the country have been helping food merchants to test their scales. We have thousands of records made by food merchants and their clerks, showing how they read their scales. We know that in the majority of cases, food retailers are Giving Away Profits.

Of course, there is truth in what you have been told. The stories you have read and the pictures you have seen do have basis in fact. But we actively oppose the very obvious implication, "Food retailers are Crooks!", which is the dirge-theme of these pictures and stories.

Do not be led to believe that, as a class, they are deliberately and intentionally dishonest in their service to you. We speak for them because **We Know They Are Not.**

Do not let thousands of honest, industrious business men stand condemned in your minds; because of the personal shortcomings of an infinitesimal few; and because of conditions which they correct as fast as

Three months ago, in March "Readers Digest" appeared "Weighed—and Found Wanting," citing short-weight facts in New York, Pennsylvania and Texas and also warning the public, "Watch the Scales!"

And now comes "The March of Time" motion picture featuring "Housewives vs. Racketeers", which "Studies the methods by which the dishonest storekeeper cheats the U.S. housewife out of billions of dollars each year." (That's what the advance publicity says, "billions").

Meantime roto sections of newspapers have taken up Short Weight. Local newspapers have run feature articles. Thousands of cartoons, feature stories and news comments have appeared in newspapers all over the country. The mass U.S. and Canadian circulations of these short-weight ideas have probably by now reached the hundreds of millions.

With our Federal Government, feature motion pictures, newspapers, consumer organizations, and leading magazines focusing public attention on the food merchant as a racketeer, it is high time in all fairness to look at the facts. Let us be careful lest the very power of these millions of messages, and the prestige of the agencies from which they emanate, stampede us all to casual conclusions which ruin the reputations and businesses of our million-and-more neighbors who gain their legitimate livelihood supplying us our daily food.

they find them—careless help; unintentional mistakes; and outmoded equipment which they have not always realized robs them at least as often as you.

In the spirit of justice on which our law and our lives are based, we say "Be Fair." Judge your food retailer as you would have him judge you. Accept him as innocent of wrongdoing, until you have positive evidence of deliberate and intentional fraud. Be human—Be American. Talk to him about this problem. Let him tell you his side. He is important to you in your daily life. Your confidence in him is his greatest asset. When he makes mistakes, tell him. And when you like his service, tell him that too!

WHAT OF THE LAW? Most states and cities have weights and measures laws. But no law is any better than the means provided for its enforcement.

Your Weights and Measures Department wants and needs your interest and support. Do you know who your City Sealer is? Probably not, because he doesn't wear a nifty blue uniform or ride behind sirens in a red car. And for that reason your Weights and Measures Department is probably the most overworked and underpaid of all your public servants. Throughout the country we find these important departments, established by law to protect you, undermanned, underpaid and without adequate testing apparatus.

For our part, may we say that our engineering and field research will continue to be applied to the designing and building of food store machines that correct the deficiencies of old-style equipment. That is our part of the battle in which we stand shoulder to shoulder with Weights and Measures Officers and honest food retailers.

We bespeak a Square Deal for BOTH Sides of the counter!

NO
SPRINGS



HONEST
WEIGHT

TOLEDO SCALE COMPANY

TOLEDO, OHIO, U. S. A.

CANADIAN TOLEDO SCALE COMPANY, LIMITED, TORONTO, ONTARIO

World's largest manufacturer of automatic scales for retail and industrial use

1898 — FOR A SQUARE DEAL ON BOTH SIDES OF THE COUNTER — 1938



1898—The first computing scale to employ the accurate pendulum principle of balancing weight against weight, a springless Toledo.



1905—"No Springs—Honest Weight" adopted as Toledo slogan to combat unfair and dishonest practices of that day. Thousands of Toledo users show this sign, evidence that they own the finest scales.



1935—"The Sentinel" (Duplex)—produced after ten years' industrial research. First machine to use Plaskon, a product of Mellon Institute research. External design by Harold Van Doren.



1938—"The Guardian" (Duplex)—Latest model food store scale. Also Van Doren-designed. The Sentinel and Guardian are today the only complete answers for "A Square Deal on Both Sides."



A CHINESE MOTHER WEEPS AS DEATH FALLS FROM THE SKY UPON CANTON

The most terrifying news since the World War is presented in the pictures on the following pages. They show what airplanes can do to a city of a million, what they did to South China's Canton, what they will doubtless do in the next European War to Paris, Berlin or London.

On May 28 the Japanese Navy's air fleet went seriously about the job of utterly destroying Canton so far as air bombing could. They had sporadically bombed Canton before, but Canton had come to be the great transshipping point for munitions that had entered China through British-owned Hong Kong and were bound for the armies to the north. During the morning and afternoon of May 28 Japanese planes circled mercilessly over Canton, methodically dropping their 500-lb. bombs. They hit their "military objective" four times, the Wong-sha station of the north railroad, but they incidentally killed 700 Cantonese, wounded 1,000. Cantonese charged that they also swooped down to machine-gun Red Cross workers (*see the next page*) who had run out to rescue the wounded. For the impotent civilians there was nothing to do but squat and cry, like the poor coolie mother who in the picture above grieves for her dead daughter. The next day and the next and the next the Japanese planes returned to drop their loads, though on the fourth day some Chinese planes returned from the north and

fought them off. At this the Japanese took a two-day recess until the Chinese planes had gone back to the front. Then they began another series, this one lasting, up to June 10, for eight consecutive days. They came over in squadrons of half-a-dozen, 50 at a time, sometimes in three shifts, morning, afternoon and by moonlight.

They first made shambles of the railway stations to Hankow and Hong Kong, then went for government buildings, schools, factories, tenement districts, the Sun Yat-sen Memorial Hall, power plants and even the U. S.-owned Lingnan University. The total dead on June 10 was 3,000; the wounded 5,000. Half of Canton's 1,000,000 had scuttled out of the city, but the people had frozen into a kind of stolid rage, without panic. One boy was seen giving a glass of water to his mother, who lay pinned under a huge stone.

On June 3 the U. S. State Department voiced general disapproval of the "ruthless bombings of unfortified localities." On June 8 it specifically protested the Japanese bombing of Lingnan University. Great Britain and France also protested this outrageous device of modern warfare. Japan replied that the air raids on Canton were a success and therefore would be continued, that Canton was fortified and that most of the victims were killed by "careless anti-aircraft fire."

CANTON BOMBING: WHAT HAPPENS WHEN PLANES DROP DEATH INTO A GREAT CITY



A PUFF OF SMOKE RISES, BEFORE THE DETONATION IS HEARD, IN THE EXTREME NORTHERN SECTION OF CANTON, CLOSE TO THE FOOTHILLS OF WHITE CLOUD MOUNTAIN



A SECOND BOMB PUFF JOINS THE FIRST. A DULL BELCH OF SOUND JARS THE AIR. MANY GOVERNMENT BUILDINGS NEAR HERE HAD STEEL AND BAMBOO SUPERSTRUCTURES

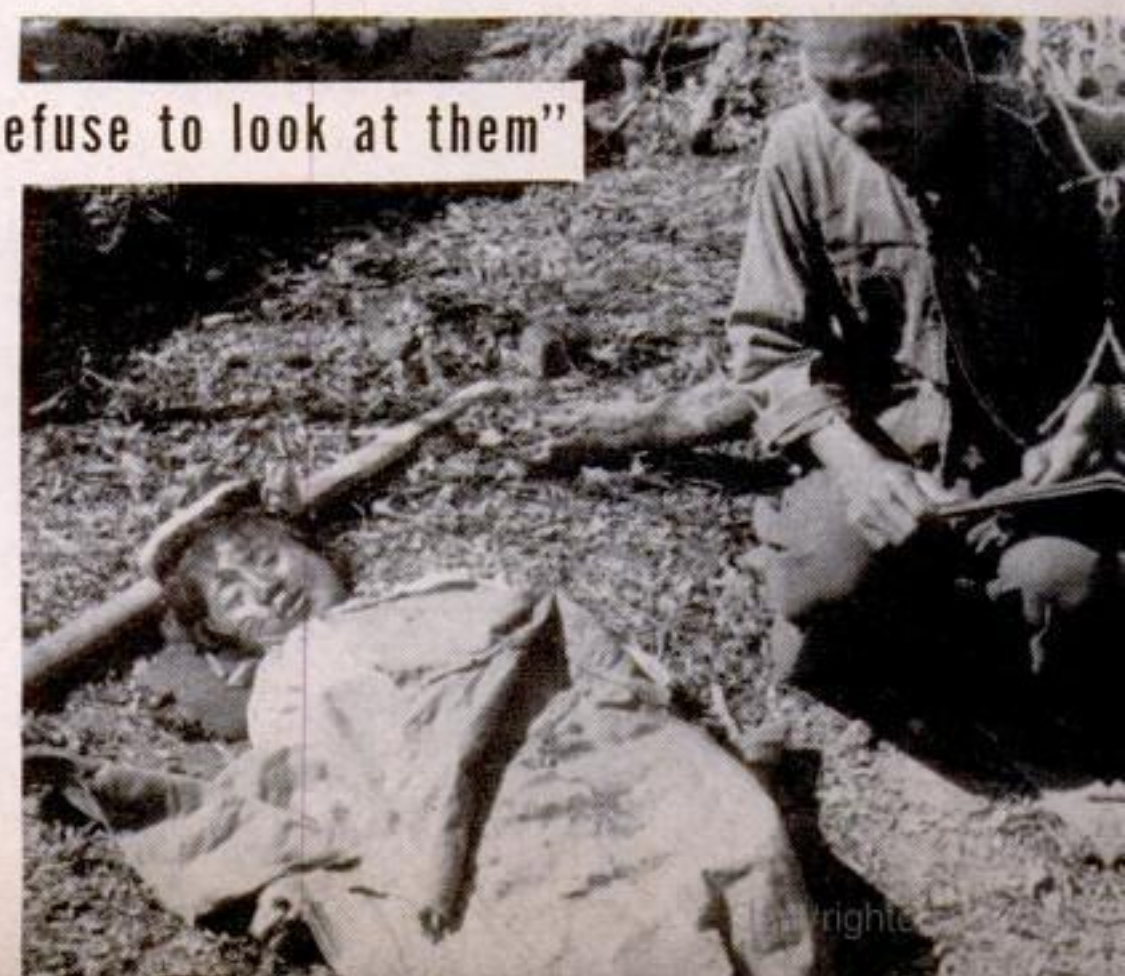
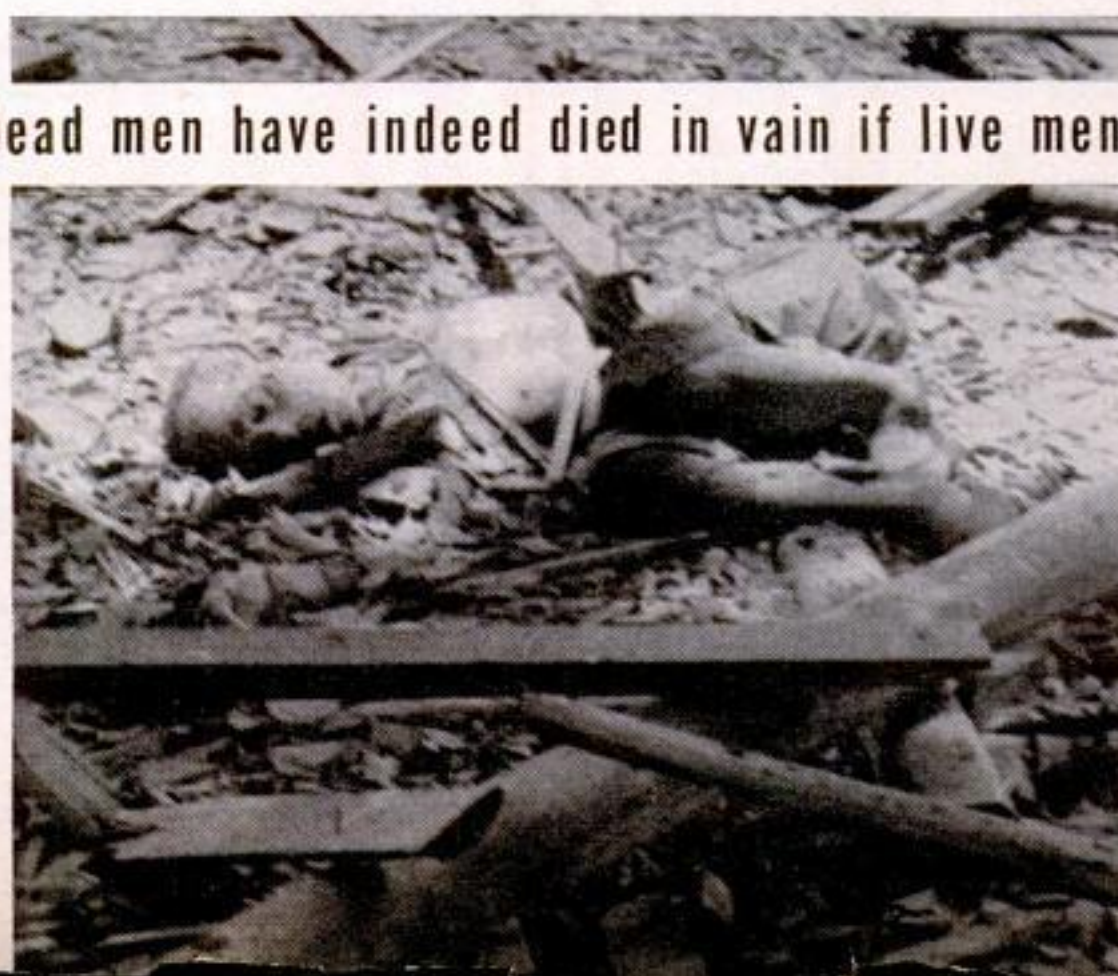
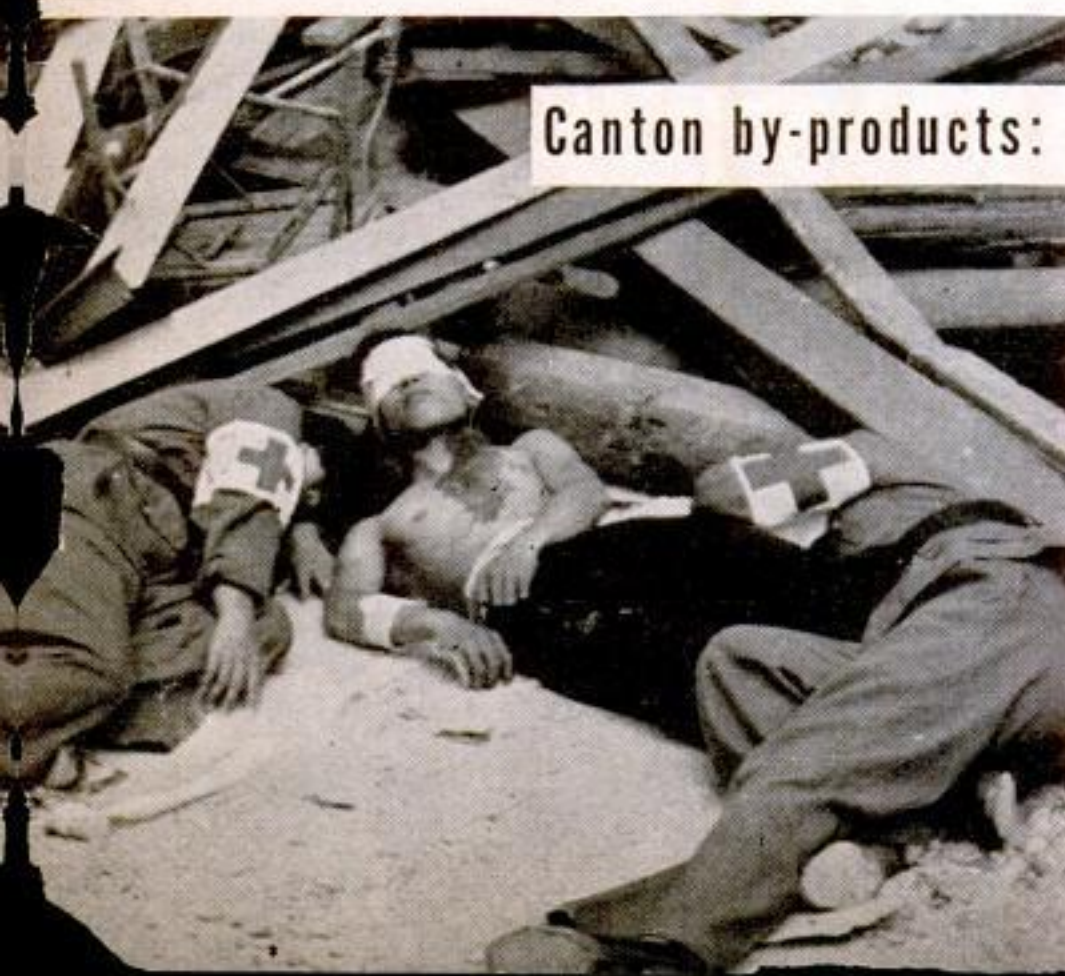


THE BOMB WAS INCENDIARY. SMOKE POURS FROM THE FIRE. THIS IS ON MAY 30, THIRD DAY OF THE SERIES. IN FOREGROUND THE SPIRE OF THE FRENCH CATHEDRAL



THE GRAY PALL OF DISASTER SPREADS OVER THE GREAT PORT CITY OF CANTON, "CHINA'S NEW ORLEANS," THE HOME OF 1,000,000 HOT-BLOODED SOUTHERN CHINESE

Canton by-products: "Dead men have indeed died in vain if live men refuse to look at them"



SPEAKING OF PICTURES

(continued)



Jackie Coogan and his mother were friendly until Jackie wanted some of the money he made as a child movie star. His suit against his mother is still in the courts.



Neville Chamberlain and Anthony Eden are not the enemies they might be. Eden was forced from Chamberlain Cabinet because his foreign policy differed from his Prime Minister's. But Eden has refused to force a schism in the Conservative Party.

OVER 10 MILLION JOBS A YEAR ON CARS!



DAILY, NEW THOUSANDS DISCOVER MOBILGREASE

MOBILGREASE has won America by giving motorists more for their money! It's cleaner, tougher. Won't wash out—squeeze out—waste away! Makes cars safer, quieter...keeps them that way longer!

Try Mobilgrease and you'll see why more millions use it every year! Your Mobiloil dealer recommends it.



Mobil *SOCONY-VACUUM*
Lubrication

COSTS NO MORE THAN AN ORDINARY GREASE JOB

LIFE'S PICTURES



Leroy G. Phelps whose revealing pictures of the Belgian Congo are seen on pages 40-53 is the last man you would ever expect to find with a movie camera in the heart of Africa. A short, retiring fellow, he used to amuse spectators with his habit of taking motion pictures of football games at Yale University in 1923. Ten years later he was the cameraman for Frank Buck's highly successful film *Wild Cargo*. On his last trip through Africa with the Denis-Roosevelt expedition he drove 42,000 miles, took 120,000 ft. of film. The magnificent results of his work are seen in this issue of LIFE, will soon be released as a movie under the title *Dark Rapture*.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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2—ACME—INT.
3—ACME—ANTONIO CARILLO, INT.—EUR.
5—A. P.—W. W.
6—JIMMY SILEO
9—A. T. HULL JR.
10—PATHÉ NEWS exc. bot. cen. & bot. rt.
A. T. HULL JR.
11—A. T. HULL JR. exc. cen. rt.—A. P.
12, 13—MOVIE TONE NEWS
14—OMAHA WORLD-HERALD PHOTO by E. K. LANGEVIN—A. P.—ACME, W. W.—A. P.
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16, 17—ARTHUR GRIFFIN exc. bot. lt. p. 17—A. P.
18, 19, 20, 21—THOS. D. MC AVOY
22, 23—DONALD G. FINK AND BEVERLY DUDLEY—ELECTRONICS
24—P. I.
25—A. P. exc. cen. rt. and bot. rt. JARCHÉ from P. I.
26—ART FRENCH—SEATTLE POST-INTELLIGENCER exc. cen. INT.
27—INT. BROWN BROS., INT.—W. W., INT.—EUR., INT.
28, 29—ANNETTE & BASIL ZAROV—GEORGE A. HAMID, RICE STUDIO LTD.
30—PAUL J. FAIR
34—F. MOLINA CAMPOS—1937
35—Courtney F. MOLINA CAMPOS exc. t.—ACME
36—CARL M. MYDANS—INT., A. P., (2)
37—T. cen. INT.—BROWN BROS., A. P., (2)—bot. cen. U. & U., bot. rt. INT.
38—W. W., ACME—INT., P. I.—INT., (2) CARL M. MYDANS
39—ARTHUR GRIFFIN
40-53—LEROY G. PHELPS exc. map p. 41 CHARLES TUDOR
54—PARAMOUNT PICTURES exc. cen. lt. & bot. lt. ART-CINEMA ASSOCIATES INC.
55—BROWN BROS., ACME—ACME—INT.
56—UNITED ARTISTS, R.K.O. RADIO PICTURES INC.—UNIVERSAL, GAUMONT-BRITISH—STONE FILM LIBRARY INC., UNIVERSAL
58-61—BERNARD HOFFMAN

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; EUR., EUROPEAN; INT., INTERNATIONAL; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD

LETTERS TO THE EDITORS

Czechoslovak

Sirs:

Herewith my congratulations for the excellent pictorial presentation of the Czechoslovak situation in your May 30 issue.

However—it IS Czechoslovak, and NOT Czechoslovakian, as you use it. There is absolutely no choice in the matter. "Czechoslovakian" is as incorrect as "he don't."

FRANK P. S. GLASSEY

New York, N. Y.

Czechoslovaks

Sirs:

What impressed me most in the Czechoslovakia feature was the photographs of Eduard Beneš and Konrad Henlein on pages 50-51.

A study of the facial characteristics of these two personalities reveals the opposite natures and philosophies of the two. In Henlein's face one sees cruelty, bigotry, intolerance, and fanaticism—the symbols of Nazism. While from Beneš' fatherly face there radiates friendliness, kindness, tolerance and understanding—the essences of democracy.

Hail sweet democracy—and the Czechoslovak republic. May she last longer than her enemies.

JULIUS KESSLER

Newark, N. J.

Agreeable People

Sirs:

Congratulations on your review of Czechoslovakia, it is excellent in what it covers. On reading it, however, one gathers the impression that the only dissatisfied elements in that State are the Germans; unfortunately that is not the case. Should Slovakia or Ruthenia find a backer as potent as Hitler, trouble would rise there at once.

While the Slovaks are nominally a major constituent of the State they are treated as a minority with hostility and suspicion by the ruling Czechs, who occupy most of the administrative, educational and military positions in the area, contrary to the Treaty of Pittsburgh, by which the Czechs induced the Slovaks to secede from Hungary with the assurance of self-government. Slovak leaders, the Abbé Hlinka and Professor Tuka are as much in jail as out for demanding their treaty rights. Their industries, mining and trades, which used to be balanced by the agricultural regions of Hungary, were ruined by the more advanced methods and favorable topography of Bohemia. The tourist traffic the Carpathian Mountains used to attract from the Danubian lowlands is gone to the Alps.

The Ruthenians, a people related to the Russians, have always been too busy fighting the hardships nature has blessed them with in their high mountains to have any political aspirations.

Scattered throughout Slovakia and Ruthenia are the remnants of the once-ruling Hungarians, admittedly worse Czech patriots than any Germans. They regard Czech rule much as Britishers would Hindu rule.

Yet, the Czechs are a most agreeable people: born Bohemians, they make the best horn-players, tailors and butlers in Central Europe. It remains to be seen what they know about government.

LESLIE BODOR

Pauls Valley, Okla.

● On June 5, in Bratislava, Father Andreas Hlinka led 70,000 dissatisfied Slovaks in a rally for Slovak autonomy. Prominent was a huge placard with a copy of the Pittsburgh agreement, under whose terms Slovaks were promised "cultural self-government."—ED.

Ford's Battle

Sirs:

The Ford article (LIFE, May 30) should be sweet medicine for some of those sour-pussed politicians of our administration, whose main idea is to follow Norman Thomas.

I hope it shows that the WPA isn't the only source of public betterments, and without the robbing of the hardworking taxpayer. I salute Henry Ford and LIFE for showing the solution of our national ills.

BRADFORD M. MISHLER

Altadena, Calif.

Sirs:

Because of Mr. Ford's monopolistic position, there will be no reduction of the price of his car even though his costs will be lowered. Thus, his savings will not be passed along to the consumer. And since savings are not passed along, the consumers will not be able to re-employ the workers displaced by Mr. Ford's labor-saving devices.

As a result, Mr. Ford's battle against the 1938 Depression will be an unsuccessful one.

M. SIMON
M. FINEBERGUniversity of Michigan
Ann Arbor, Mich.

● In 1910 a capricious 20-h.p. Ford coupe with hand crank and kerosene headlights cost \$1,050. In 1938 a 60-h.p. Ford coupe costs \$595.—ED.

Sirs:

A \$35,000,000 stab at the depression, indeed! Can the one man shown in picture on page 12 of May 30 issue tend all the electric tire toasters? How does Henry think this will end Depression II?

H. LAUGHARN JR.

Compton, Calif.

● LIFE photographed Ford's new tire plant when it was just getting under way. Today some 36 men tend electric tire toasters there in two shifts.—ED.

Governor's Dog

Sirs:

Will you please tell me what happened to Governor Earle's dog in your May 30 issue. The dog is visible in pictures 1, 2, 3, 4 and 8, but in pictures 5, 6, 7 he is nowhere to be seen. Not even the Governor's shadow disclosed that the pooch was hiding behind His Excellency's massive constitution.

HAL S. FRAZER

St. Louis, Mo.

P.S. Did the dog take a short cut home? Maybe he got tired of the monologue, huh?

● Governor Earle let Rap off his leash during part of his stroll. Rap (full name Rap av Gra) was judged best Norwegian Elkhound in the Morris & Essex Show May 28 (LIFE, June 13).—ED.

Soft-Lite

Sirs:

We believe that every right thinking optical man and woman in the U. S. will welcome your interesting, vigorous story in the May 30 issue on the evils of imperfect, cheap lenses for protection against excess light either indoors or out, at work or play.

But here at Soft-Lite we register a mild, but firm objection to the caption under the center photograph on page 32. Here you have photographed a Soft-Lite Sport-Lite goggle, but have given the credit to Zeiss.

Soft-Lite Lenses have been acclaimed

by many thousands because they have brought comfort and, in many cases, better vision to them. Describing Soft-Lite you have said—"a rosy-tinted ground glass frequently used for prescriptions." Well, that is something like an understatement, because over four million pairs of Soft-Lite Lenses, ground to prescription, have been provided to a welcoming public.

ELMER ROBINSON

Soft-Lite Lens Company, Inc.
New York, N. Y.

Masterpieces

Sirs:

We wish to express our profound appreciation of your contribution to American culture by the reproduction of masterpieces of painting, both old and modern. Your choice of pictures and the technique of reproduction are of the highest order.

THE GROUP OF TWELVE

LOUIS DEMOTT BUNCE
KENNETH CALLAHAN
MARGARET GOVE CAMPFERMAN
PETER M. CAMFFERMAN
ELIZABETH A. COOPER
EARL T. FIELDS
TAKUICHI FUJII
WILLIAM GIVLER
MORRIS GRAVES
WALTER F. ISAACS
KENJIRO NOMURA
AMBROSE PATTERSON
VIOLA PATTERSON
MALCOLM ROBERTS
KAMEKICHI TOKITA
ANDREW McD. VINCENT

By KENNETH CALLAHAN
Executive SecretarySeattle Art Museum
Seattle, Wash.

LIFE's Newsfront

Sirs:

Although LIFE only costs 10¢ each week it carries many dollars worth of good news and pictures.

I refer in particular to your LIFE on the Newsfronts of the World, which appeared in the May 30 issue on page 14. It gives real news, in well-written brief form, which enables one to get a real bird's-eye view of the news which is most interesting. In other words it has *Life*.

I hope that all future issues of your fine magazine will have this interesting section in them.

FRED WENDLER Jr.

Philadelphia, Pa.

Listen, Guys

Sirs:

Listen, you guys—to put it mildly, (those who called you "sissy," LIFE, May 30)—besides costume design, I'm interested in just about everything under the sun with the possible exception of railroading. So... when LIFE devotes a sizable spread to railroading in the May 2 issue, I think: there must be thousands of men just crazy about locomotives hence LIFE correctly gives them a field day.

It's the same old story: you asked for it...

MARYLN WAYNE

Philadelphia, Pa.

Sirs:

The writers of the letters calling you "sissy" for the publication of the style series have a narrow margin on which to base their manhood. I vote for a repeat of this series at the beginning of each of the seasons.

Lucky and appreciated is the man that can talk intelligently with his wife or lady-love about her wardrobe or can mark a hem or fit a skirt.

(MR.) C. RICKABAUGH

Chicago, Ill.



May morning in Canton brings out this poor Chinese family to see how their lives have been changed by the passage of a Japanese Navy air fleet. These are houses similar to those at right below. The family has already salvaged a wicker basket and a trunk.



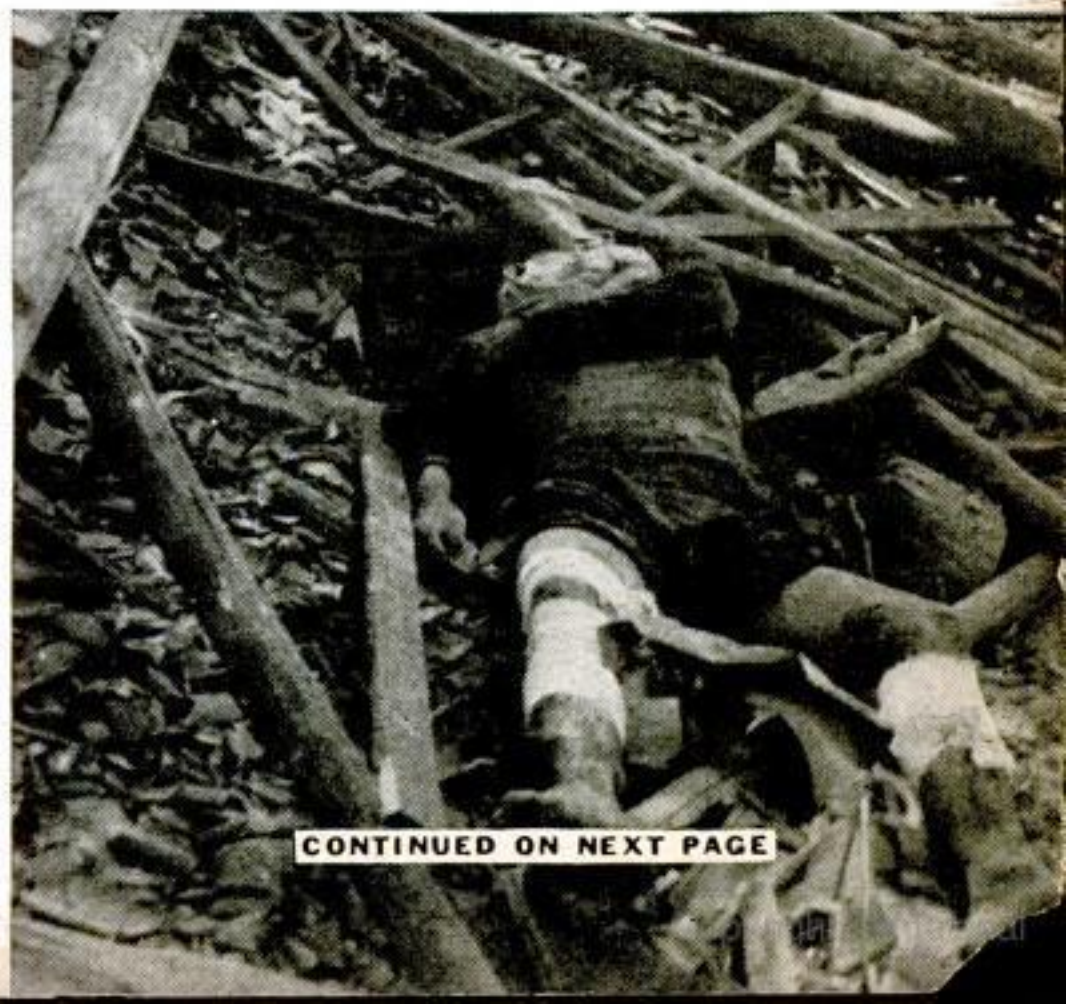
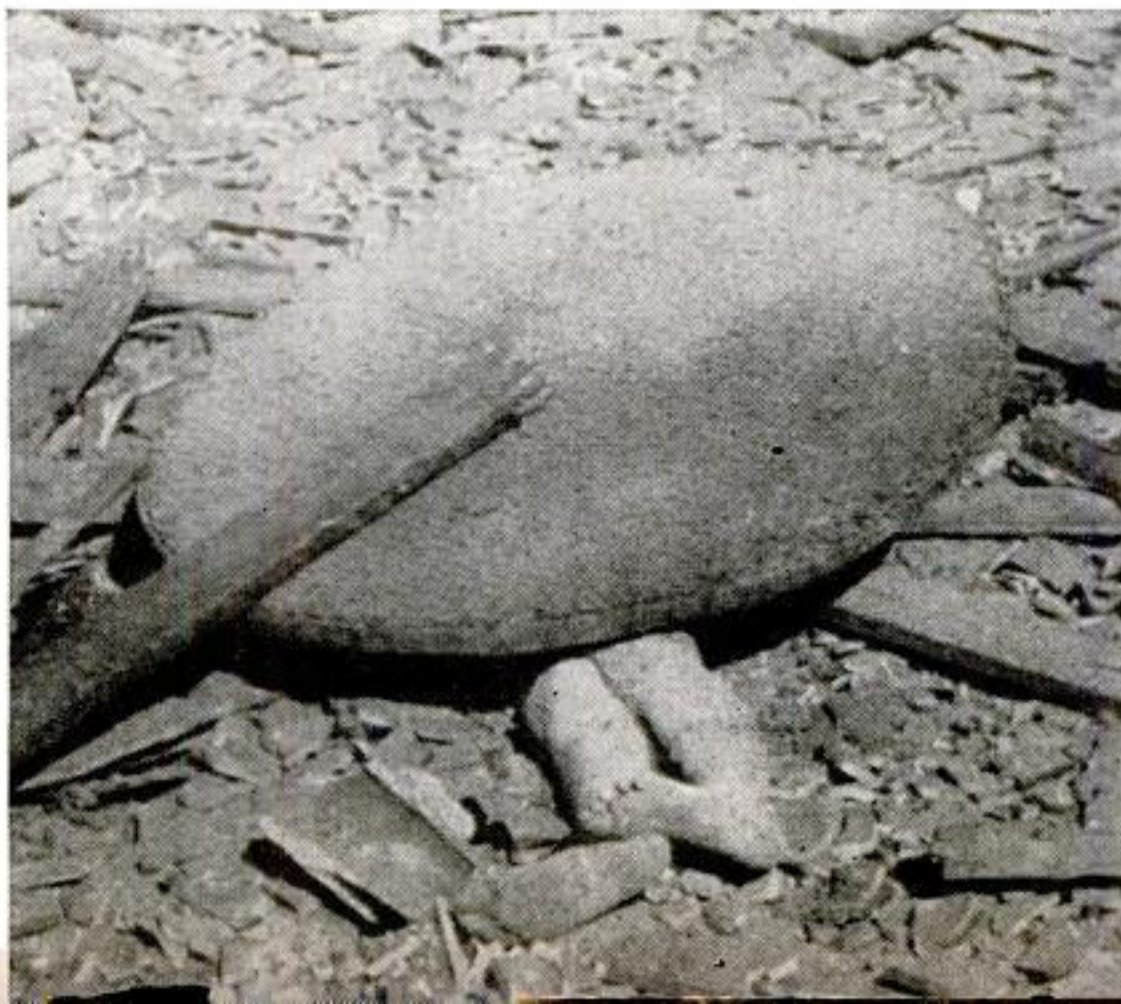
Incendiary bombs were a feature of the Japanese bombing of Canton, setting this fire. On the spot was Pathé Newsreel's devil-may-care free-lance Cameraman A. T. Hull Jr. of Buckroe Beach, Va., who took these pictures for LIFE, was later stunned by a bomb.



A train was tossed about and thoroughly demolished by bombs that hit Canton's Wong-sha Station May 28, the first day of the bombing series. These are third-class carriages that have often been filled with Canton troops going north to Hankow and the front.

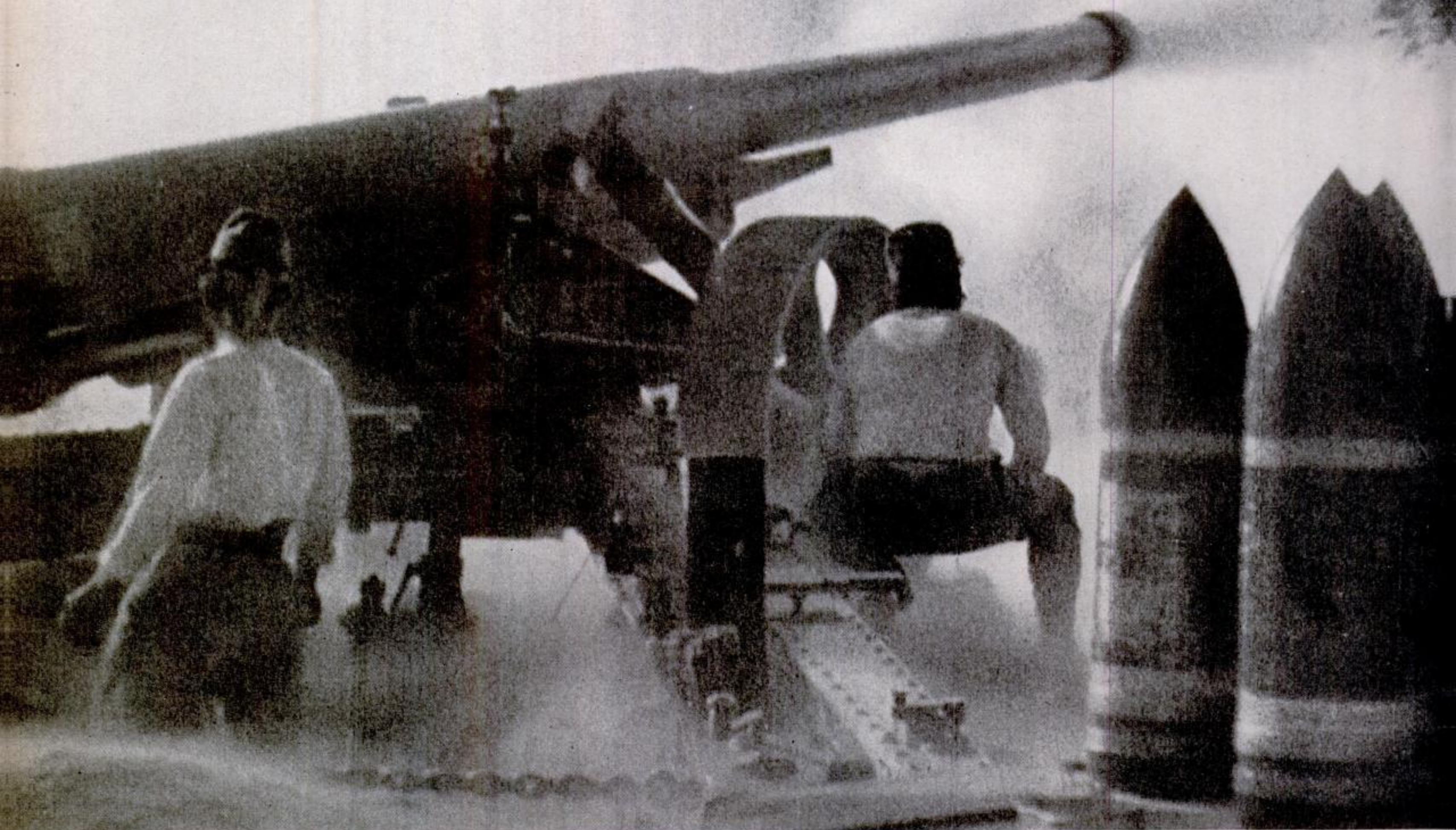


Survivors poke into the ruins. At right are coolies with wide straw hats. Center and top are steel-helmeted relief workers mingled with cloth-capped soldiers. Canton is full of jerry-built rows of brick tenement houses like these, which were destroyed by hundreds.



CONTINUED ON NEXT PAGE

JAPAN'S FINE NEW GERMAN-TYPE GUNS BLAST SUCHOW TO BITS

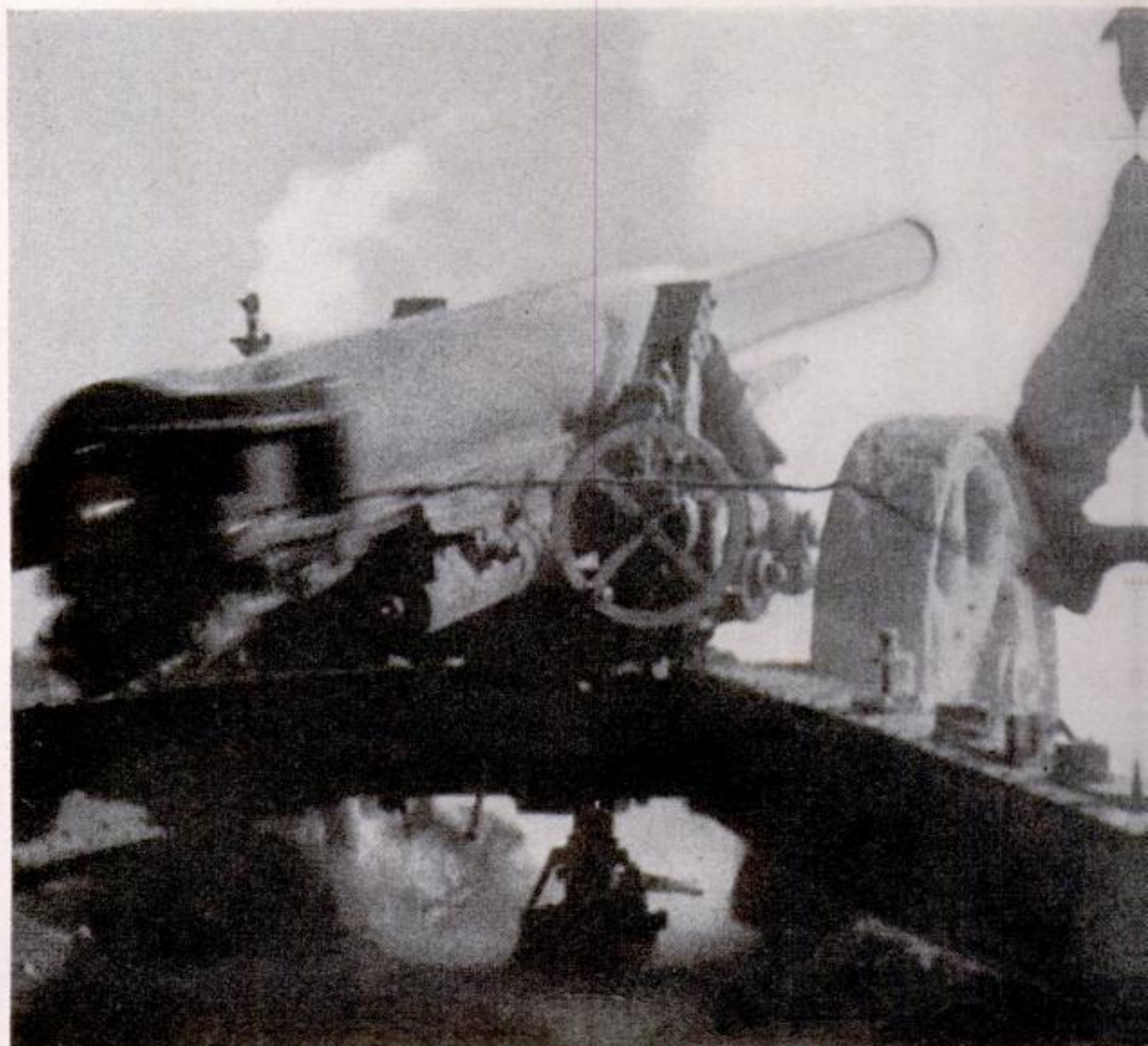


Never before have the Japanese armies let a cameraman so close to their big guns in action, as in these pictures of the artillery that reduced Suchow. Shown at

the moment of sending out an 8-in. shell, this German-type 210-mm. howitzer has a range of nine miles. Notice wide wheel tread of latest Krupp construction.



Same gun, after the recoil. The split tripod base (trail) is the latest German style in big guns. Eight-inch guns like this one are of course transported by tractor.



Lanyard is pulled, releasing pin and discharging gun. The wheel is elevating mechanism. This Krupp-type gun might possibly be a Japanese copy made in Japan.

Japanese armies of North and South China made a union May 19 in the great victory of Suchow. On opposite page is one of the big guns that reduced Suchow. Below are pictures of the effect of this bombardment and the Japanese entrance into Suchow.

Suchow has been advertised as "the greatest military achievement by Japan since she became a world power at Port Arthur 34 years ago." In reality it was far from that. After the surprising Chinese victory at Taierhchwang (LIFE, May 23), Japan realized it

could not fight 8-to-1 odds, rushed up 13 divisions (200,000 men) to push 400,000 Chinese out of Suchow, an almost indefensible city in a flat plain. Even so, the victory was achieved by a huge pincer movement rather than by direct assault.

China's Generalissimo Chiang Kai-shek early withdrew his crack troops, leaving able Cantonese General Li Tsung-jen to stand with provincial troops on the hot spot. General Li was reported highly indignant at this loss of face, coupled with the failure

of Chiang to send planes to the defense of his home city of Canton (*see p. 9*). The Chinese refrained from using the effective but terrible tactic of dynamiting the Yellow River's dikes to flood Suchow, Japan's army and millions of Chinese peasants. They managed once again to slip away in time.

The gun on opposite page, a German 8-in. (210-mm.) piece, is part of an army corps unit. Divisional artillery does not exceed 6 in. and consists chiefly of 3-in. (75-mm.) fieldpieces for general service.



Long-distance view of the damage Japanese artillery, including the gun opposite, is doing to Suchow. Some 240,000 Chinese troops are left in the city as rear guard.



The race for Suchow is won by the soldiers of the Japanese Tanabe forces, who here ride first through the mud-hut suburbs of the ruined railway junction on their tanks.



A flattened mass of rubble is the appearance Suchow presents to the victors who roll in May 19. It has taken one of the most thorough bombardments of the war.



A cheer for themselves and for their Emperor is the first act of the Japanese troops who first enter Suchow. They feel they have avenged the defeat of Taierhchwang.

LIFE ON THE NEWSFRONTS OF THE WORLD

North Jersey goes fascist, Iowa squelches the New Deal purge, Dr. Freud goes to London

Four months ago, in its Feb. 7 issue, LIFE introduced Mayor Frank ("I am the law") Hague of Jersey City as a survivor of the old-fashioned species of monarchical political boss, "not a portent but a relic, not the first of the dictators but the last of the bosses." Since then publicity has puffed Hague up into a much-feared bogeyman. But LIFE still declines to regard this back-alley fascist as a serious national menace. What Hague stands for, however, cannot be lightly dismissed. On the evening of June 4 Socialist Norman Thomas, a onetime Presbyterian minister who is as cultured as Hague is uncouth, went to Newark, N. J. to make an anti-Hague speech. Newark, six miles from Jersey City, lies in the North Jersey domain which State Democratic Boss Hague dominates most strongly. As Mr. Thomas rose to speak, a group of self-proclaimed War veterans and obvious plug-uglies marched into the park behind a band, drowned him out with blares and boos, and finally—as you see in the picture-of-the-week on the opposite page—pelted the silver-haired Socialist leader with rotten eggs, ripe tomatoes, photographers' flash bulbs. Newark police, who had been floundering around halfheartedly, asked Mr. Thomas to leave. Two nights later the Hague machine turned out 300,000 citizens to parade through Jersey City behind the flag-waving Mayor in a mammoth tribute to his "Americanism." Both these events were in the exact pattern of Italian and German fascism, which began with street-fighting attacks on radicals and have ended in monster demonstrations of docile loyalty to the Dictator. Cool-headed



HAGUE

citizens, aware that Hague is using Red-baiting simply as a front for his fight to crush militant organized labor, may refuse to credit the specter of a Fascist America. But they cannot ignore their country's history, cannot forget the Know-Nothings, the Haymarket aftermath, the second Ku Klux Klan, of other fear-full post-war and depression days. President Roosevelt now looks the other way while the master of New Jersey's Democratic votes blatantly violates the Constitutional guarantees of free speech and free assembly. But if the 1938 Depression grows worse, or even fails to get better, the time may come when the Jersey City contagion will spread across the land as it has now spread to Newark, and even New Dealers may find themselves the "radical" targets of egg-throwing mobs.

Candy vs. Spanking. Happiest news of the week for American children was made in New York City on June 8 when Yale's famed Physiologist Howard W. Haggard told the National Confectioners Association that irritability and fatigue are frequently signs of

low sugar content in the blood, recommended that when children grow cross and cranky they be given a piece of candy instead of a spanking.

Again, Murder before Ransom. America is the only country which permits parents or other relatives to negotiate with kidnappers and pay ransom while police stand off. The fallacy of this practice was tragically underscored once more on June 8 when the corpse of blond, 5-year-old James B. Cash Jr. was found in a thicket a half mile from the Princeton, Fla. home whence he had been abducted eleven days before (LIFE, June 13). G-Men under Chief J. Edgar Hoover swiftly captured and wrung a confession from Franklin



McCALL

Pierce McCall, 21, who admitted that the child was dead before he attempted to collect the \$10,000 ransom. The ransom was recovered.

Death from the Sky. A man in a plane with a rack of bombs is potentially the world's deadliest criminal. He can kill great numbers of his fellow men without getting hurt himself and even without revealing his identity. Such a man in a lone Italian Savoia seaplane on June 8 and 9 skirted the Loyalist coast of Spain, bombed five British and French ships, strafed the all-British port of Gandia and came back next day to polish off the job. . . . Nine mystery planes from Spain on May 26 and again on June 5 flew 15 miles into France in the first invasion of the French Pyrenees border since the Napoleonic Wars. French Premier Daladier rushed to the border, rallied planes and anti-aircraft guns to show irresponsible pilots where Spain ends and France begins. . . . What planes in the mass can do is shown on pages 9 to 13—the Japanese destruction of Canton—the deadliest bombing of a great city in history.

Brides & Grooms. On pages 16-17 LIFE pictures photographic preliminaries to the wedding-of-this-week. The wedding-of-last-week took place in Sands Point, L. I. on June 8 when Alfred Gwynne Vander-



VANDERBILTS



GILLETTE

Hopkins, Senator Guy Mark Gillette of Iowa trounced Representative Otha D. Wearin by 2-to-1 in the State Democratic primaries June 7 to win Senatorial renomination. Though Administrator Hopkins lamely asserted that the result proved that WPA votes could not be influenced by WPA bosses, the Iowa outcome was plainly a powerful rebuke to the New Deal's injection of Relief into politics in its campaign to purge Senators who have been less-than-100% loyal to President Roosevelt. As adjournment of Congress was postponed by wrangles over the Wage-Hour and Spending-Lending bills, Senator Millard Tydings of Maryland, another Democrat marked for the purge, introduced a resolution June 8 calling for a Senate committee to investigate all charges of Relief-in-Politics.

Freud Ransomed. The living man who may well be best remembered 500 years hence is Dr. Sigmund Freud, founder of psychoanalysis. On June 3 the 82-year-old scientist, reported to be under "protective arrest" in Vienna, was "ransomed" from Jew-hating Nazis by friends in America. Journeying to London, Dr. Freud settled down to continue work on a psychoanalytic interpretation of the Bible.



FREUD

The world's two wars went badly for the underdogs last week. The Chinese armies fell back, first west to Chengchow, then south along the railway toward Hankow and the mountains where they have a defense line at Sinyang. Chinese bankers in Shanghai, congenitally fearful, suddenly felt the end near. Many trained Chinese officers had been killed, but war makes more officer material than it destroys. . . . In Spain, the Rebels driving toward Valencia smashed into the valley of the "River of the Widow." But the cocky manners of Italian officers had finally gotten under the skins of many a Spanish officer, leading to frequent fights and some executions of Spanish Rebels by their Mussolini-fearing commanders.

Earthquake. At noon on June 11 a 20-second earthquake rattled London, Paris and Brussels.



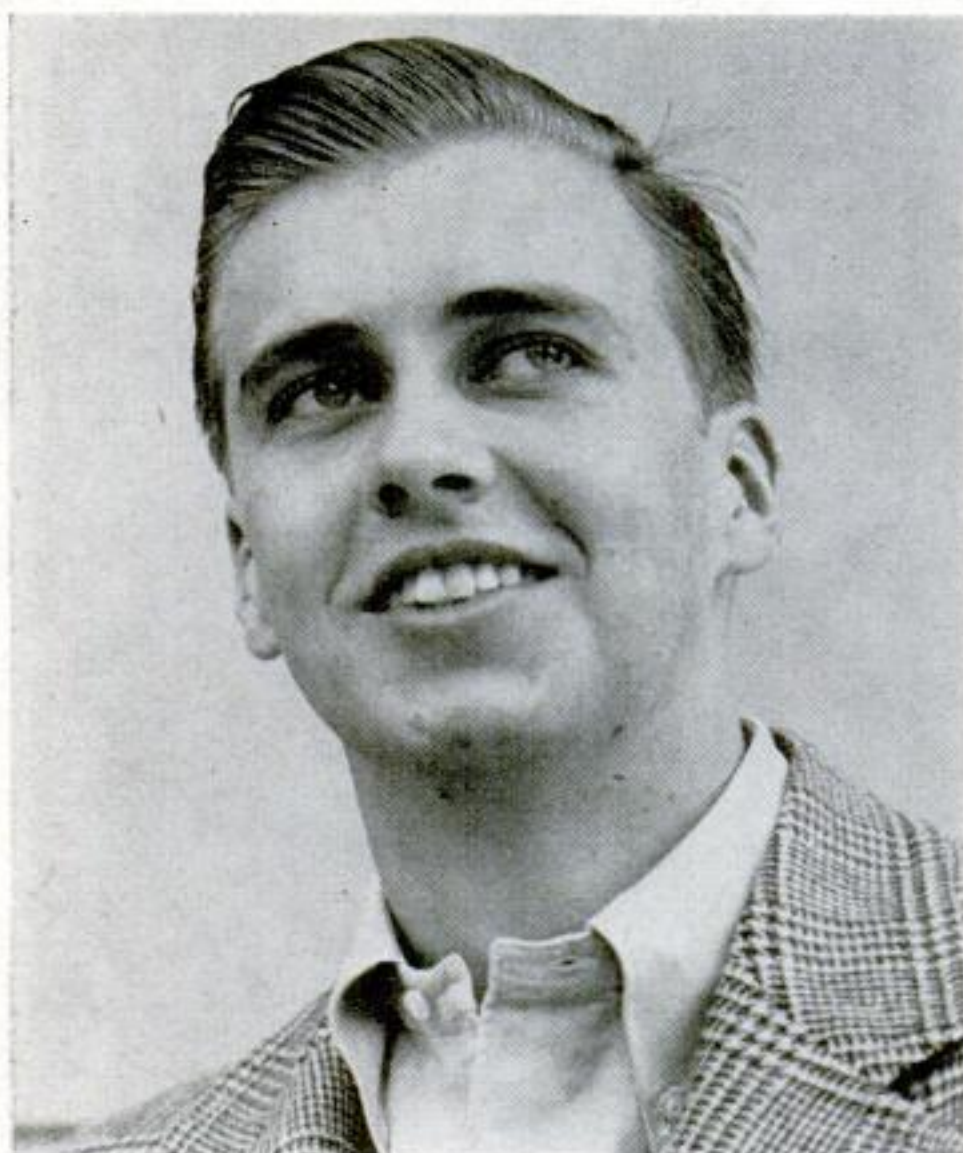
JOHN ROOSEVELT PRESENTS HIS FIANCÉE TO THE PRESS

When Anne Lindsay Clark of Boston accepted the hand of John Roosevelt, Harvard '38, she realized the future would hold little seclusion for her. She also realized her face, figure and smile would be appraised by millions of readers, contrasted with the particularities of Mrs. James, Mrs. Elliott, Mrs. Franklin D. Jr. Haunted by photographers, the President's youngest son and his bride-to-be received the press June 7 at the Clark summer home, Nahant, Mass., posed for four hours with the stipulation they be left in peace until their wedding day, June 18.

"My, I never knew there were so many cameramen in the world," Miss Clark exclaimed. She and John amiably disposed themselves as the 50 photographers ordered, barring only "lovey-dovey" poses and artificial shots with golf clubs or tennis rackets. To a stammered request that she change to a bathing suit, Miss Clark replied brightly, "Sure." Moment later she emerged in a vivid tie-back suit. LIFE shows a few samples of the thousand pictures taken.



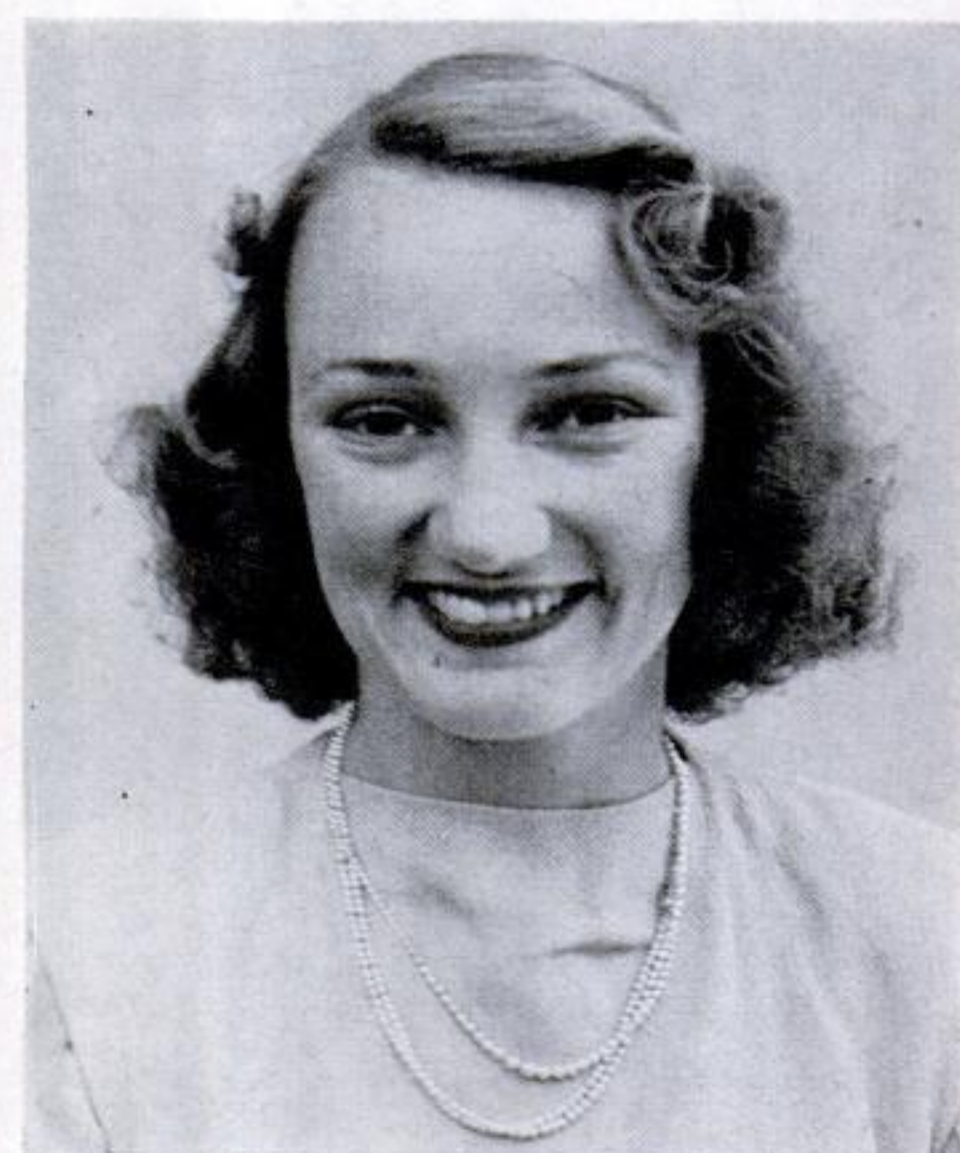
AMERICA'S No. 1 ENGAGED COUPLE POSE AT NAHANT FOR THE FIRST OF 1,000 SHOTS



JOHN PRODUCES A GRADE-B ROOSEVELT SMILE



PERCY, THE CLARK DACHSHUND, IS INTRODUCED



ANNE TAKES UP A GREAT FAMILY TRADITION



THE PHOTOGRAPHERS ASK JOHN TO SHOW HIS FIANCÉE THE ATLANTIC OCEAN



JOHN SHOWS ANNE THE ATLANTIC OCEAN



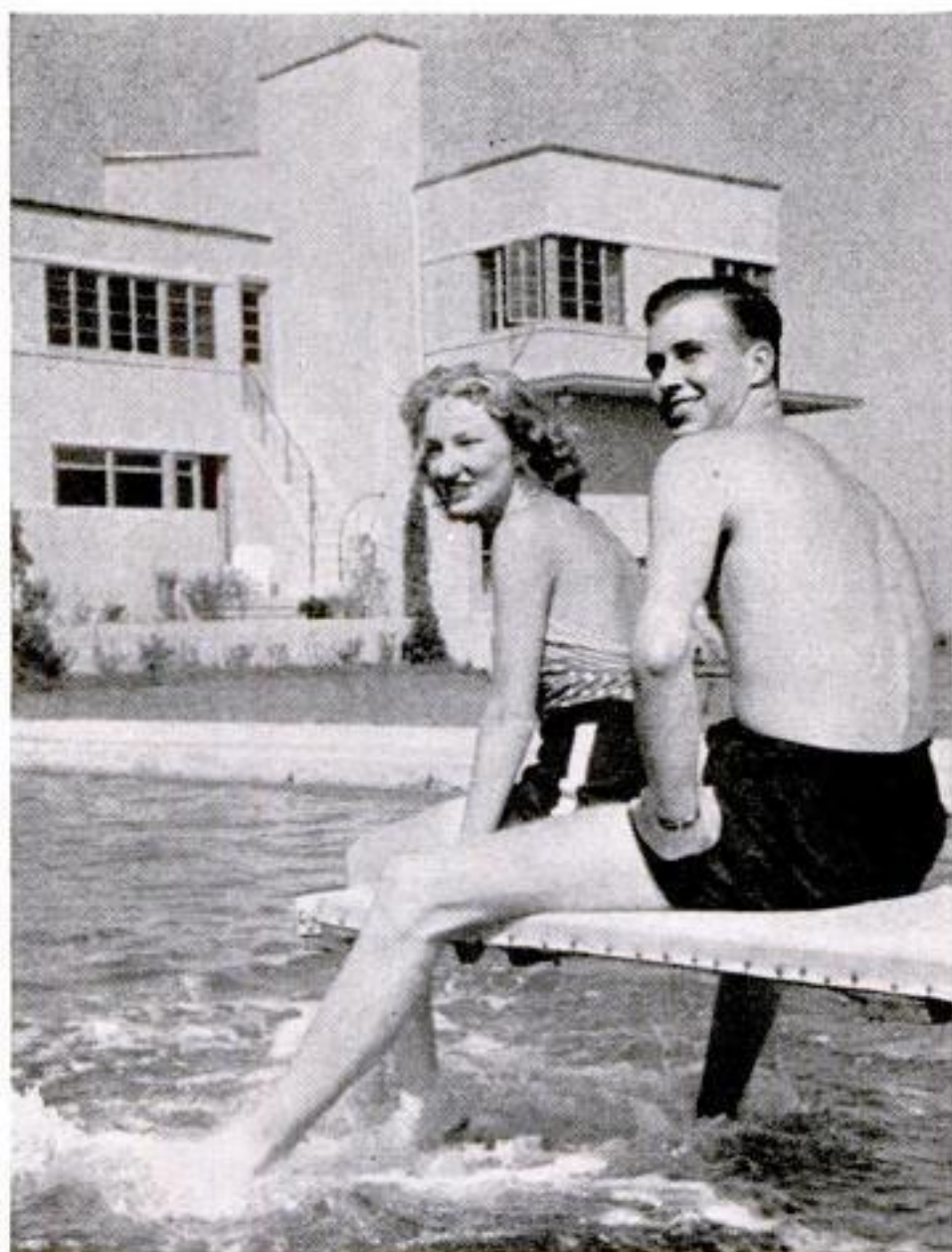
THE PHOTOGRAPHERS ASK JOHN AND ANNE TO STAND ON THE SPRINGBOARD AND SMILE



THEY STAND ON THE SPRINGBOARD AND SMILE



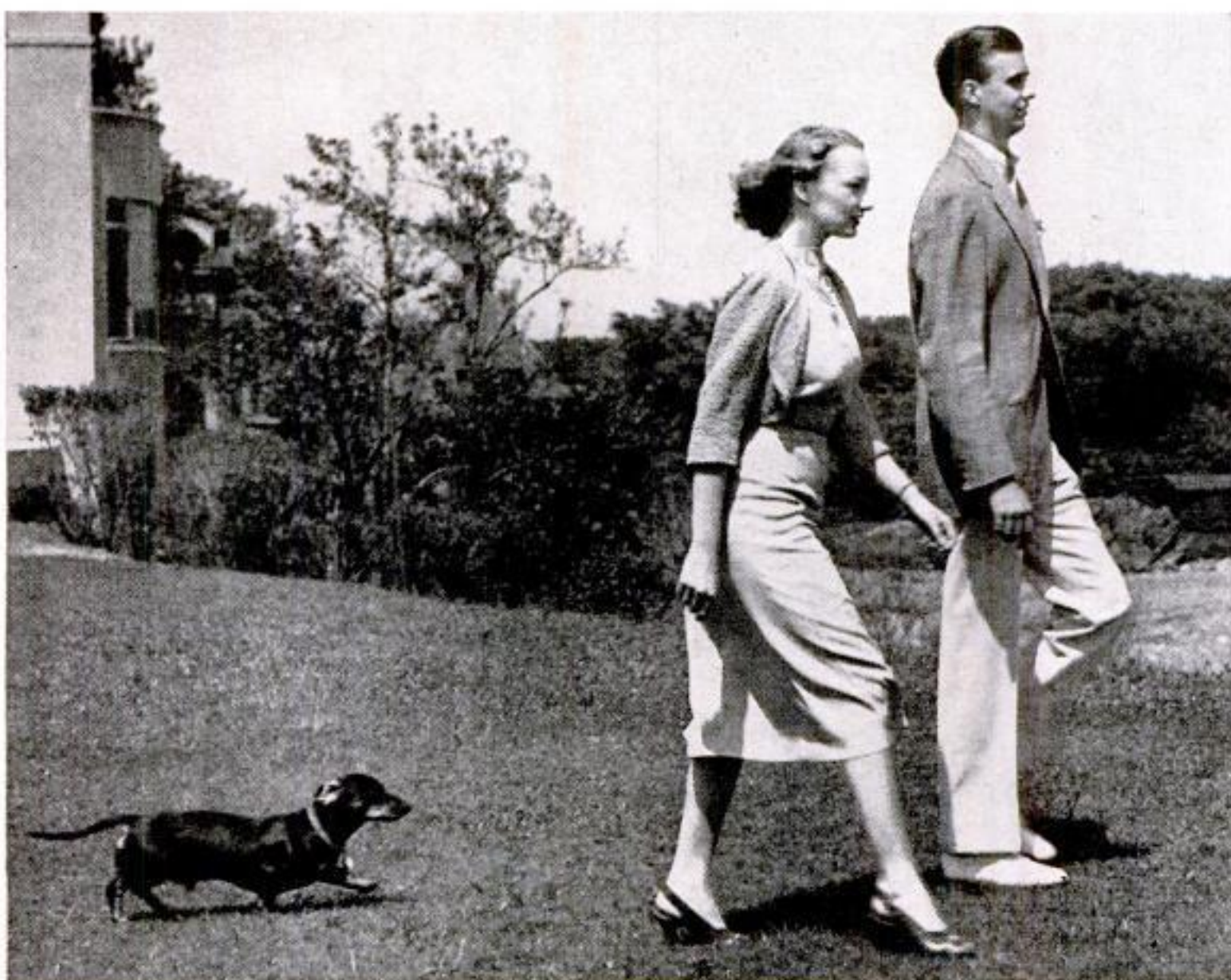
THEY SIT ON THE SPRINGBOARD AND SMILE



THEY DANGLE THEIR TOES IN THE WATER



THEY ASSUME ANOTHER SPRINGBOARD POSE



PERCY STEPS BRISKLY AFTER HIS MISTRESS AND FUTURE MASTER



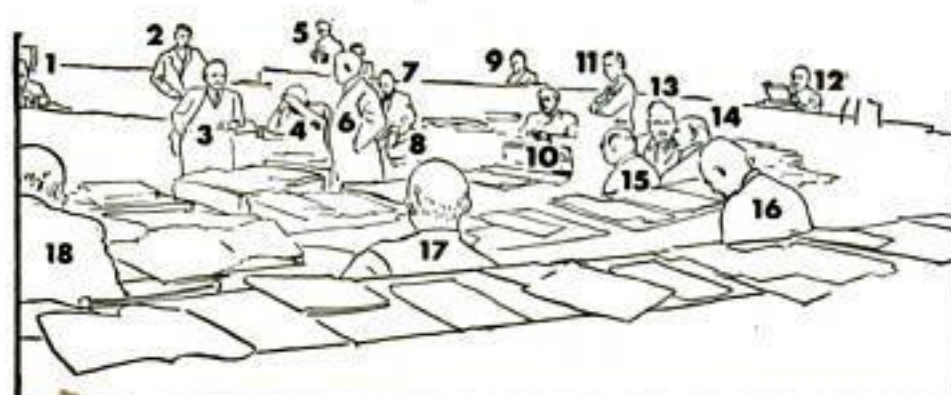


AS YOU SEE THIS PICTURE, YOU ARE SITTING ON THE DEMOCRATIC SIDE OF THE U. S. SENATE LOOKING TOWARD REPUBLICANS AND MEMBERS' GALLERY

LIFE PRESENTS FIRST PICTURES EVER TAKEN ON FLOOR OF U. S. SENATE IN SESSION

Here, for the first time, you may get through your eyes an impression of how it feels to be a United States Senator, sitting on the floor of what has been called the "most exclusive club" and "greatest deliberative body" in the world. What you see above is exactly what a Democratic Senator sees as he looks toward the Republican side during a speech by Majority Leader Alben W. Barkley of Kentucky.

Because Senators have a profound regard for the historic dignity of their institution, embodied in a rule banning cameras in the Chamber during a session, the only previous photographs of the Senate at work have been sneak shots taken with smuggled cameras from the gallery. But even the venerable Senate yields to change, alters with times and customs. During its first years the Senate met always in secret, and only since 1929 have most sessions been open to the public. Now, yielding to growing popular demand for first-hand information about public affairs, and recognizing the camera's increasing stature as a reporter of those affairs, Majority Leader Barkley marked another milestone in Senate history on June 2 by permitting Thomas McAvoy, LIFE cameraman, to make the first photographs ever taken on the Senate floor during a session, and



KEY TO PICTURE ABOVE

- 1 Austin of Vermont; 2 Johnson of Colorado; 3 Davis of Pennsylvania; 4 Townsend of Delaware; 5 Ellender of Louisiana; 6 Barkley of Kentucky; 7 Hale of Maine; 8 McNary of Oregon; 9 Miller of Arkansas; 10 Norris of Nebraska; 11 Pepper of Florida; 12 Herring of Iowa; 13 Smith of South Carolina; 14 Wheeler of Montana; 15 Maloney of Connecticut; 16 Bailey of North Carolina; 17 Pope of Idaho; 18 Adams of Colorado.

to picture the hidden places of the Senate which appear on the following pages.

"Why a Senate?" Jefferson asked Washington one morning at breakfast when he had returned from France after the Constitutional Convention.

"Why did you pour that coffee into your saucer?" returned Washington.

"To cool it," said Jefferson.

"Even so," said Washington, "we pour legislation into the Senatorial saucer to cool it."

In the undistinguished session which it is now winding up, the Senate's major feat of cooling was applied to the tax bill. Though it has come forward since the Civil War as a great originator of legislation, the cooling-off of impetuous schemes to save the country overnight still remains the Senate's prime function. It can do that because it is the one great legislative body left in the world where any member can talk as long as he wants to on any subject. As such it is democracy's strongest safeguard against the tyranny of majorities. The first act of dictatorship is to crush minorities. As long as the Senate preserves the right of filibuster, American minorities will be heard and felt. This is the bulwark of the Senate's enormous power. Senators as a class may be only earnest, hard-working mediocrities. But the Senate—as President Franklin D. Roosevelt learned to his sorrow in the Supreme Court fight last year, and as Presidents have learned before and will learn again—is far greater than the sum of its parts.

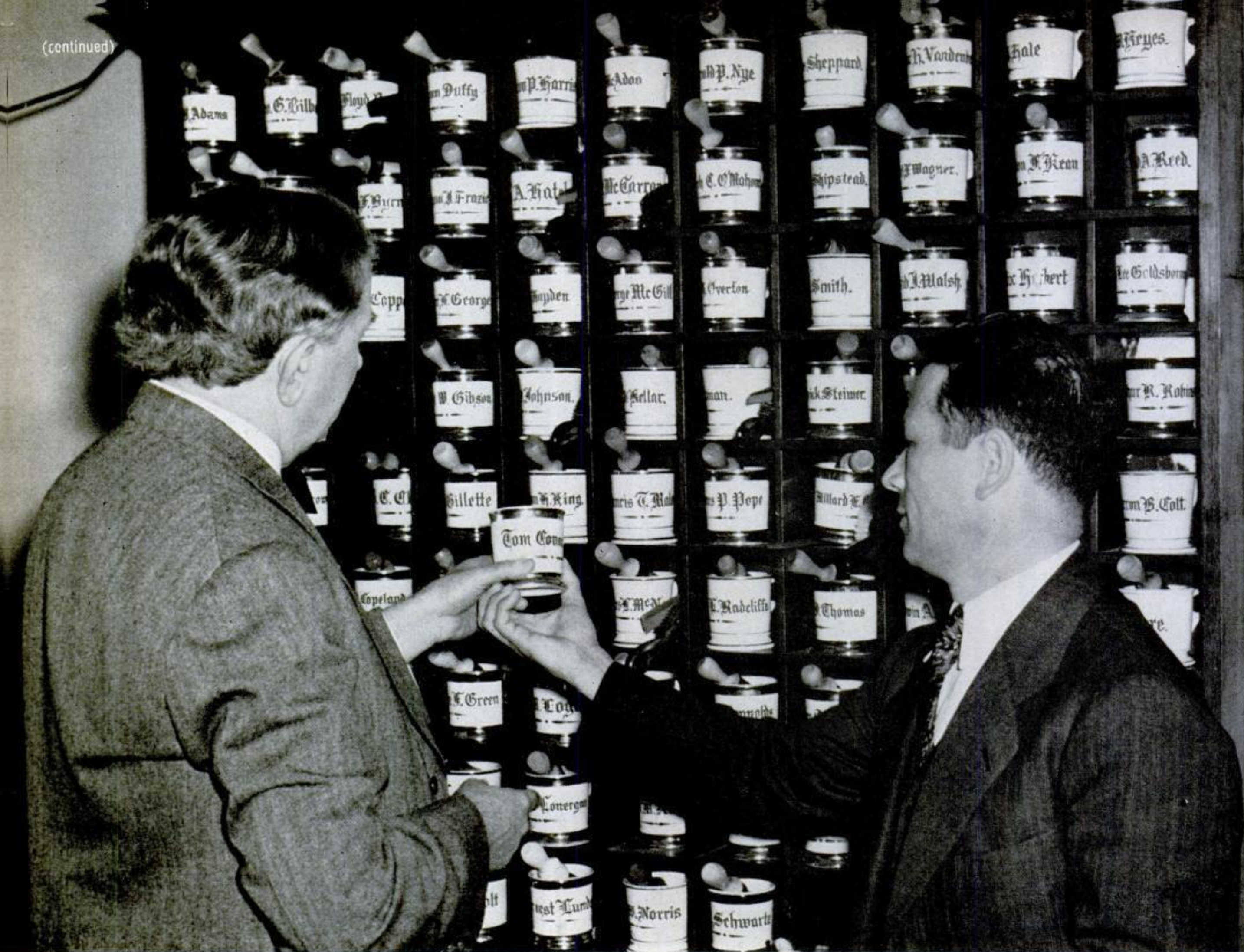


↑ **Republicans**, from whose side of the Chamber this picture was taken, sit by custom to the left of the Vice President, who presides over the Senate because the Founding Fathers could think of nothing else to keep him busy. The galleries shown are open to any visitor with a card of admittance from his Senator. The busts are of former Vice Presidents.

Democrats, who sit on the Vice President's right, here listen intently as Pat Harrison of Mississippi charges President Roosevelt with misinforming the country about the Tax Bill (LIFE, June 13). In the picture below, Vice-President Garner sits on the rostrum, surrounded by Senate secretaries and clerks. The raised gallery over his head is for the Press.



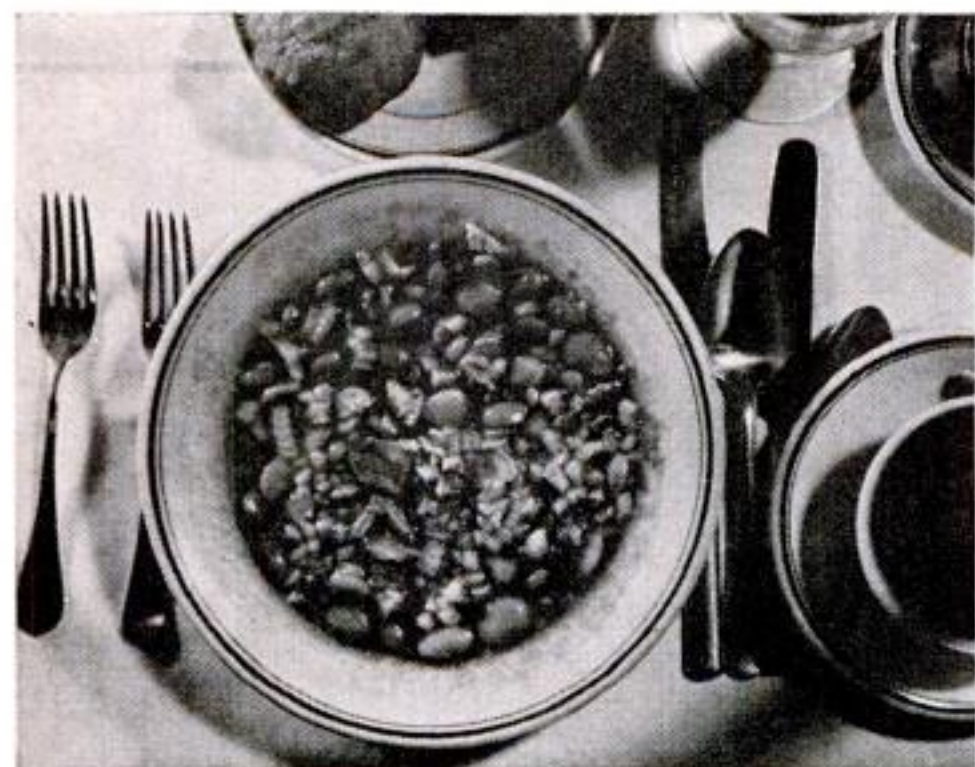
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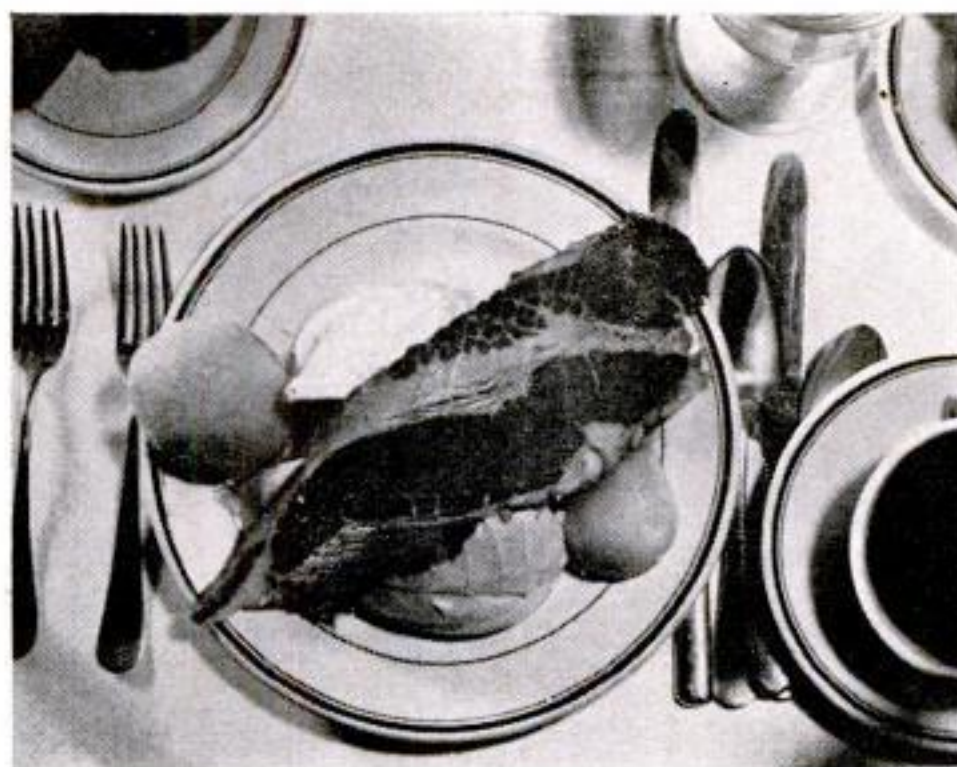
The mugs in the Senate barbershop (above), neatly lettered with a Senator's name, cost taxpayers \$1.50 apiece. Here a Senator may not only be shaved from his own mug, but may also get anything from a haircut to blackheads removed without cost to himself. The interested Senators above are Texas' Tom Connally (left), Louisiana's Allen Ellender,

The Cloakrooms of the Senate (below) look like the lobby of a small-town Elks Club, but the fate of the nation has been swayed here many a time. The door at the left leads directly onto the Senate floor. Here the Senators come to snooze, smoke, drink (four kinds of bottled water are provided free), gossip, argue, persuade, horse-trade their votes.





Brunswick stew, from Virginia with ginger muffins and coffee, is a favorite of Southerners in the Senate Restaurant.



Corned beef & cabbage with boiled potato. Senators from New England are partial to this dish as a good solid lunch.



Crab-flakes & shrimps creole, Louisiana. Catering to tastes of all sections, Senate chefs must cook all U. S. dishes.

MEN, MUGS, MEALS: BEHIND THE SCENES IN THE U. S. SENATE

The hidden places of the Senate, here shown in photographs for the first time, are less exciting than might be imagined. And the vaunted perquisites of the Senator are less cushy than they sound.

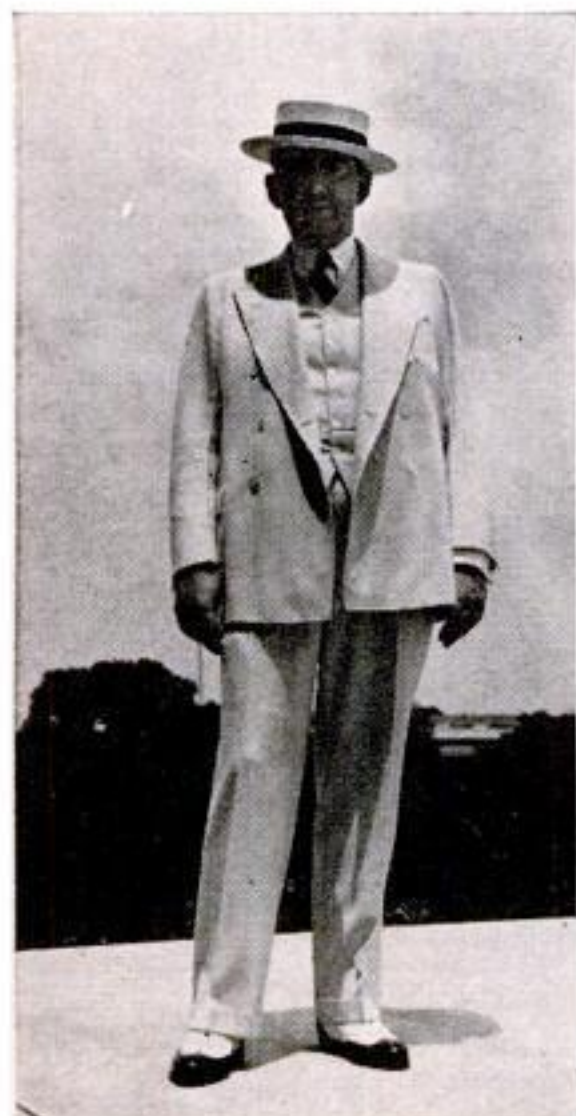
The comforts which surround members of "the most exclusive club in the world" are much like those provided by any other good club. Shaves, haircuts, etc. are free in the Senate barbershop at the Capitol, but many Senators tip the barber the full price of the service. Similarly, in the free parking space reserved for Senators' cars, tips usually amount to as much as a regular parking charge. In the Senate restaurant (right), Senators pay about as much for a lunch as they would in the Union Station (60¢ and 75¢ table d'hôte) but get slightly better food because taxpayers foot the bill for operating overhead (around \$35,000 a year).

Senators get \$10,000 a year salary (same as Congressmen), plus \$12,120 for clerk hire, plus 20¢ a mile travel allowance, plus etc. etc., but they do not get rich that way. After 24 years in the Senate, the late Majority Leader Joseph T. Robinson left, it was revealed June 9, an estate of \$35,521. Nonetheless, the Senator leads a comfortable if not luxurious life, can afford to dress well if he wants to. Some, like Pat Harrison, do not choose. Some, like J. Ham Lewis, are dandies. As a group, the Senate is a safe model for good conservative dress. Judging by the models who posed for LIFE (below), double-breasted coats are "in" this summer.

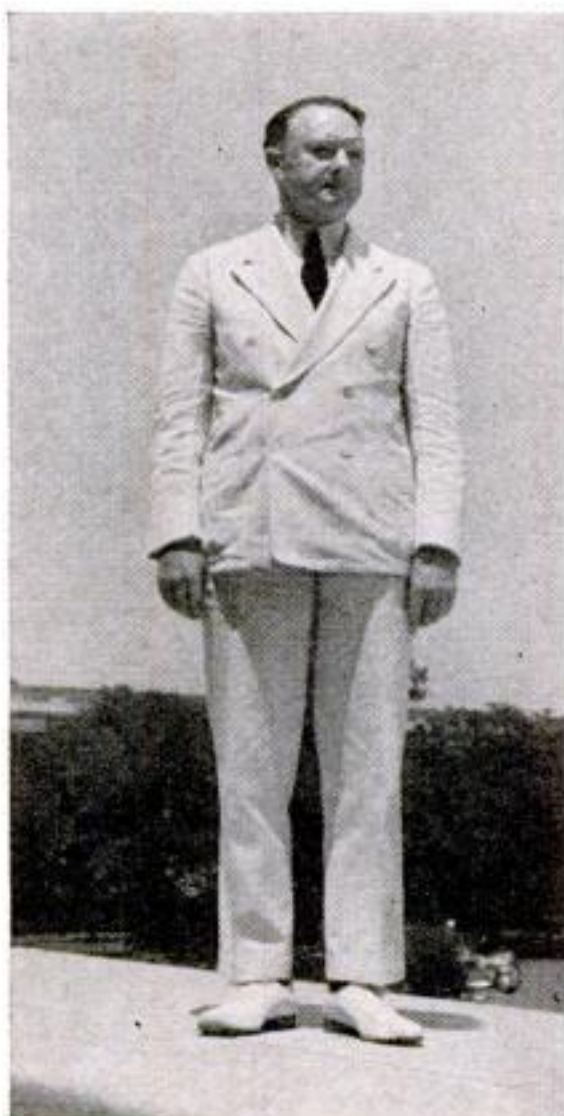


(L. TO R.) WHITE, BONE, BROWN (MICH.), McCARRAN, CARAWAY IN SENATE RESTAURANT

Senatorial summer styles feature double-breasted coats



Vandenberg of Michigan, GOP Presidential hopeful, in dressy flannels.



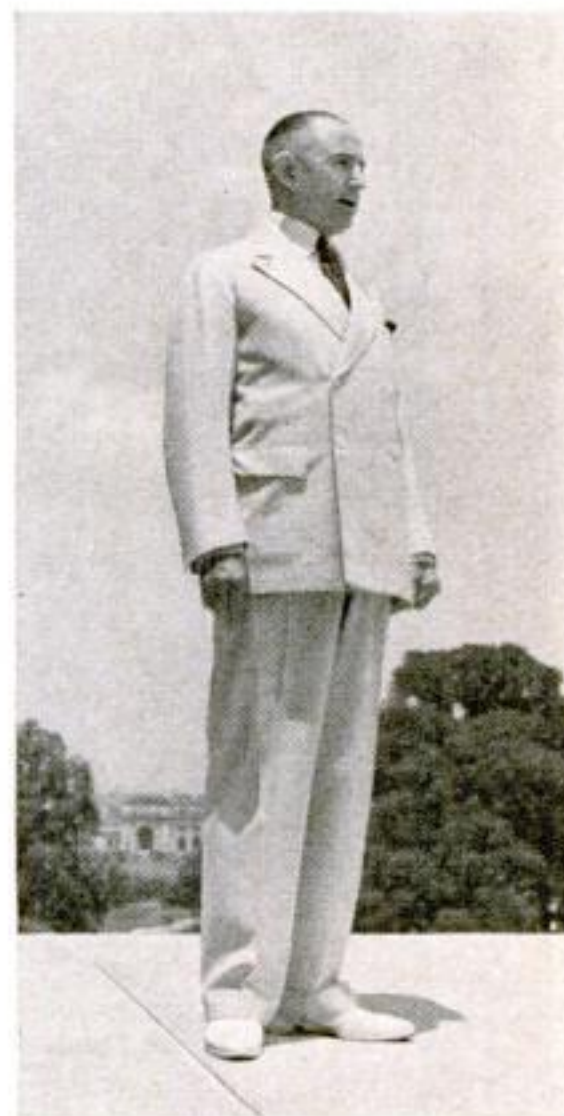
Byrd of Virginia, economizer and apple-grower, favors white linen.



Truman of Missouri, Pendergast man, in snappy tropical worsted.



Bankhead of Alabama, brother of the House Speaker, in seersucker.



Neely of West Virginia, friend of the coal miners, likes Palm Beach.

STILL CAMERA CATCHES TELEVISION'S FIRST BROADWAY PLAY ON AMATEUR SET

On June 7 for the first time in television history, National Broadcasting Company telecasted a Broadway play from New York's Radio City. Drama critics and radio columnists witnessed the performance on sets many floors above the studios where Gertrude Lawrence, Paul McGrath and Nancy Coleman enacted a scene from Rachel Crother's successful *Susan and God*. Next day the writers unanimously agreed that the performance had been effective, the images lucid and sharply defined.

This important television program was received on an amateur set in the offices of *Electronics*, radio-engineering trade magazine, and the images photographed by its editors. The resultant pictures are shown on these pages. Their blurriness is due to the fact that the still camera cannot take a clear image of even the clearest motion picture while it is being projected on the screen and is even more handicapped in making performance shots of television because of the small size of television's screen. Other imperfections such as the zigzag line visible at the upper left-hand corner of each picture, may be blamed less on NBC's transmission than on *Electronics'* receiving set which its builders pressed into service several weeks before completion.

For more than ten years Radio Corporation of America scientists have been working experimentally with television. Receiving sets have been spotted around in the homes of company executives and engineers who observe the programs broadcast from nearby television studios and report on their quality. Though reception on these sets is now generally excellent, RCA has not yet felt ready to put a home television receiver on the commercial market. Hence amateurs interested in television today generally construct their own receiving sets at home and get results approximating those obtained by *Electronics'* editors—better than these still pictures indicate but by no means so good as RCA engineers on their laboratory sets. If and when RCA decides to put out a commercial model of its experimental receiver, it will undoubtedly produce considerably better results than amateurs can now obtain.

Blurry and hazy though these *Susan and God* pictures may appear, they do mark a great advance over the first faint flickers of television 13 years ago. And as such they are a historic record of what the still camera can catch of television reception on an average amateur set in June 1938.



FRESH FROM BROADWAY, "SUSAN AND GOD" ENTERS THE ETHER



THE TRAILER LOOKS MUCH LIKE A MOTION-PICTURE TITLE



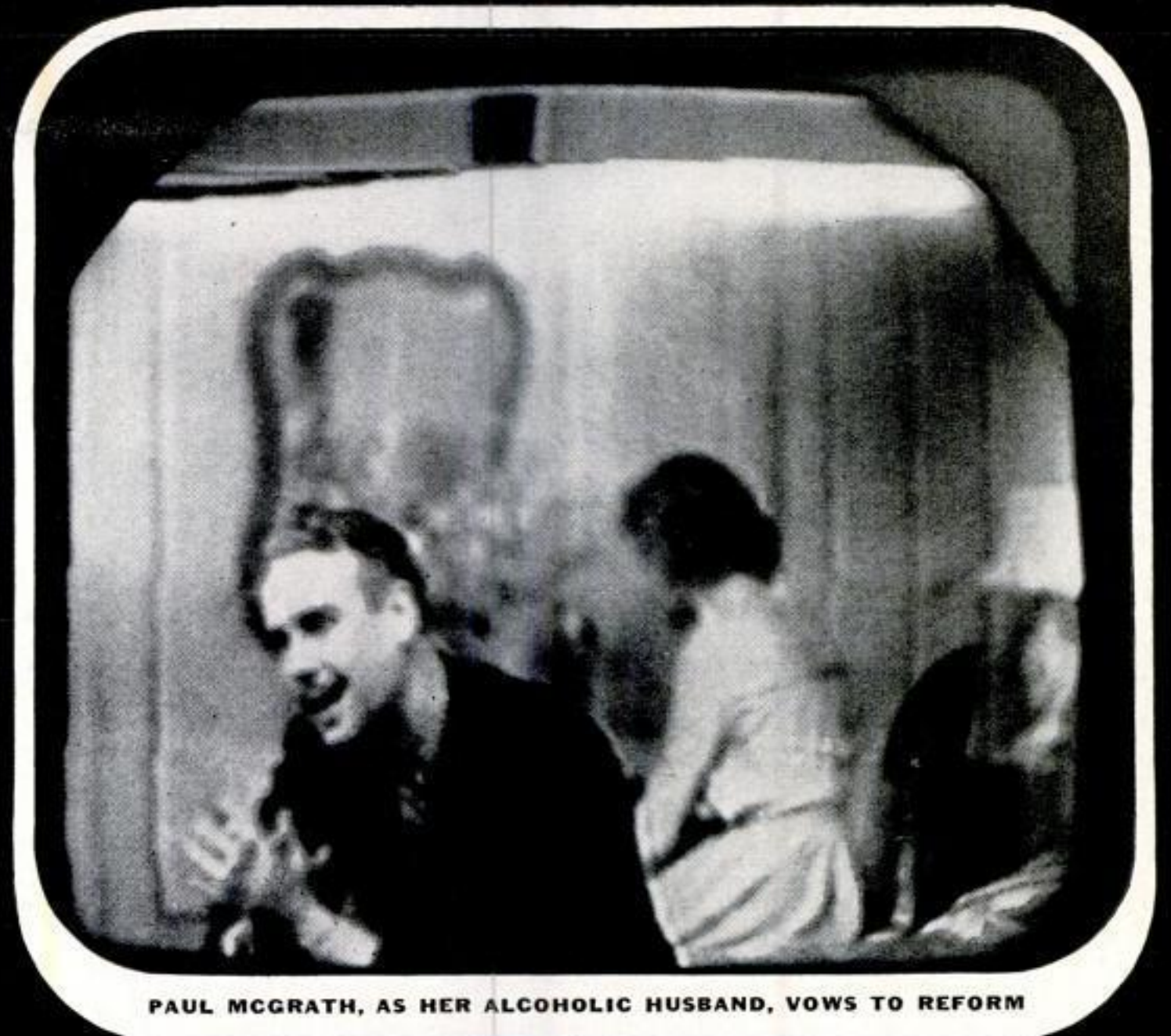
DAVID SARNOFF, RCA PRESIDENT, MAKES THE OPENING ANNOUNCEMENT



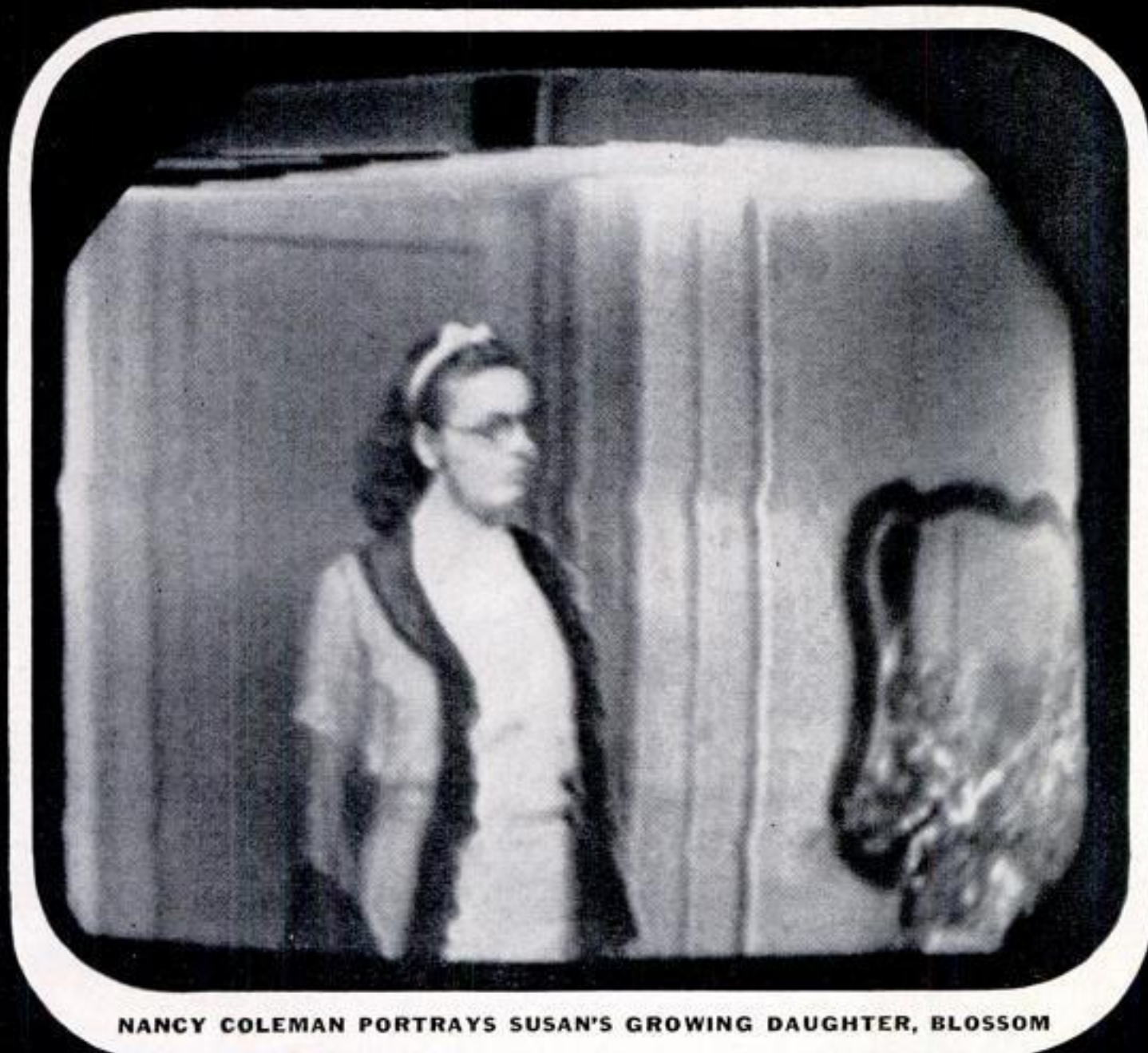
PRODUCER JOHN GOLDEN INTRODUCES THE CAST OF CHARACTERS



GERTRUDE LAWRENCE ENACTS THE EMOTIONALLY UNSTABLE SUSAN



PAUL MCGRATH, AS HER ALCOHOLIC HUSBAND, VOWS TO REFORM



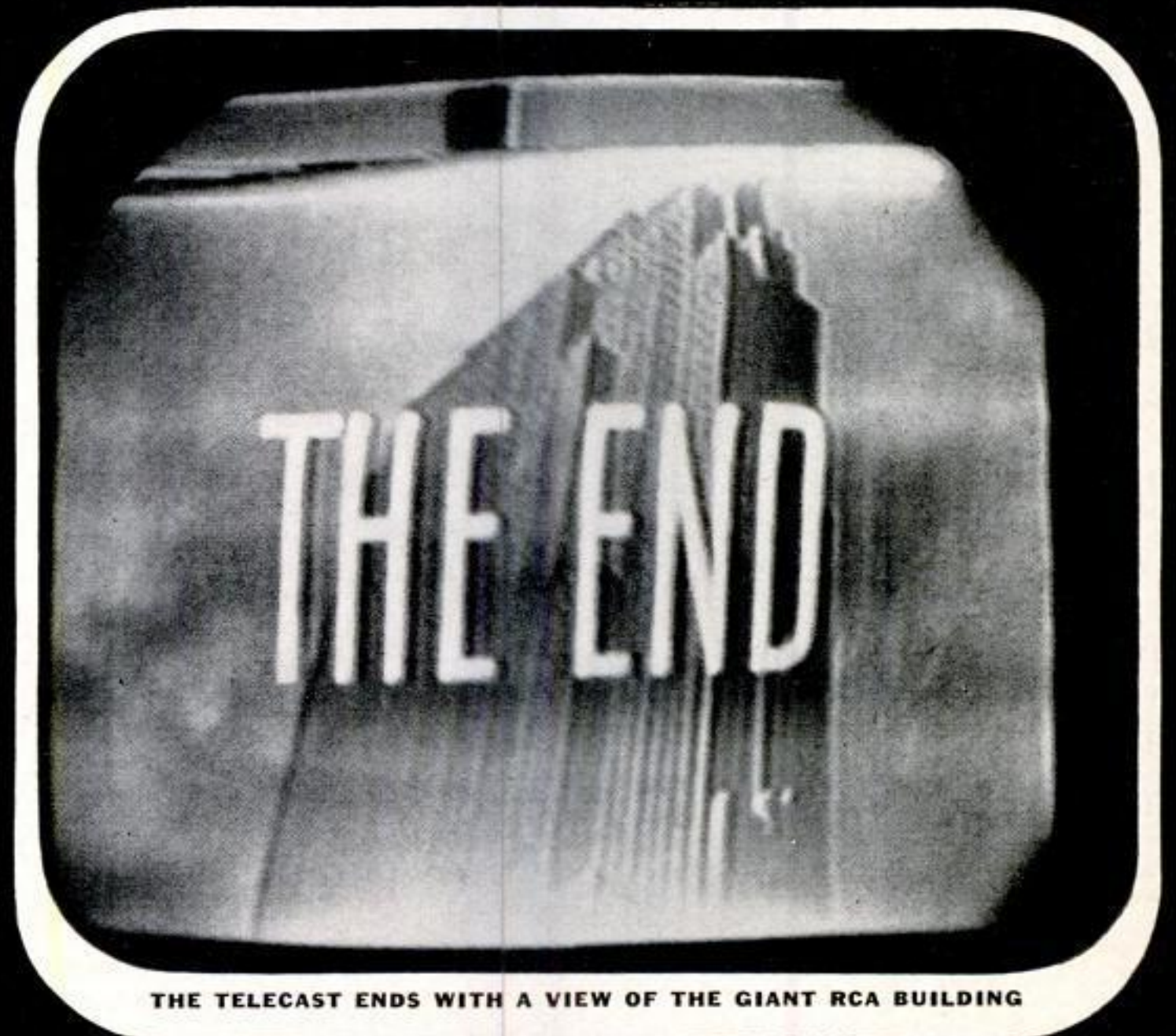
NANCY COLEMAN PORTRAYS SUSAN'S GROWING DAUGHTER, BLOSSOM



SUSAN, HUSBAND AND BLOSSOM DISCUSS THEIR SUMMER PLANS



SUSAN DECIDES SHE OUGHT TO PAY MORE ATTENTION TO BLOSSOM



THE TELECAST ENDS WITH A VIEW OF THE GIANT RCA BUILDING



Grenadier Guards's Battle Honors:

TANGIER, 1680

NAMUR, 1695

GIBRALTAR, 1704-5

BLenheim, 1704

RAMILLIES, 1706

OUDENARDE, 1708

MALPLAQUET, 1709

DETTINGEN, 1743

LINCELLES, 1793

EGMONT-OP-ZEE, 1799

CORUNNA, 1809

BARROSA, 1811

NIVE, 1813

PENINSULA, 1808-14

WATERLOO, 1815

ALMA, 1854

INKERMAN, 1854

SEVASTOPOL, 1855

TEL-EL-KEBIR, 1882

EGYPT, 1882

SUAKIN, 1885

KHARTOUM, 1898

MODDER RIVER, 1899

SOUTH AFRICA, 1889-1902

MARNE, 1914

AISNE, 1914

HAZEBROUCK, 1914

YPRES, 1914 and 1917

LOOS, 1915

SOMME, 1916 and 1918

CAMBRAI, 1917-18

ARRAS, 1918

HINDENBURG LINE, 1918

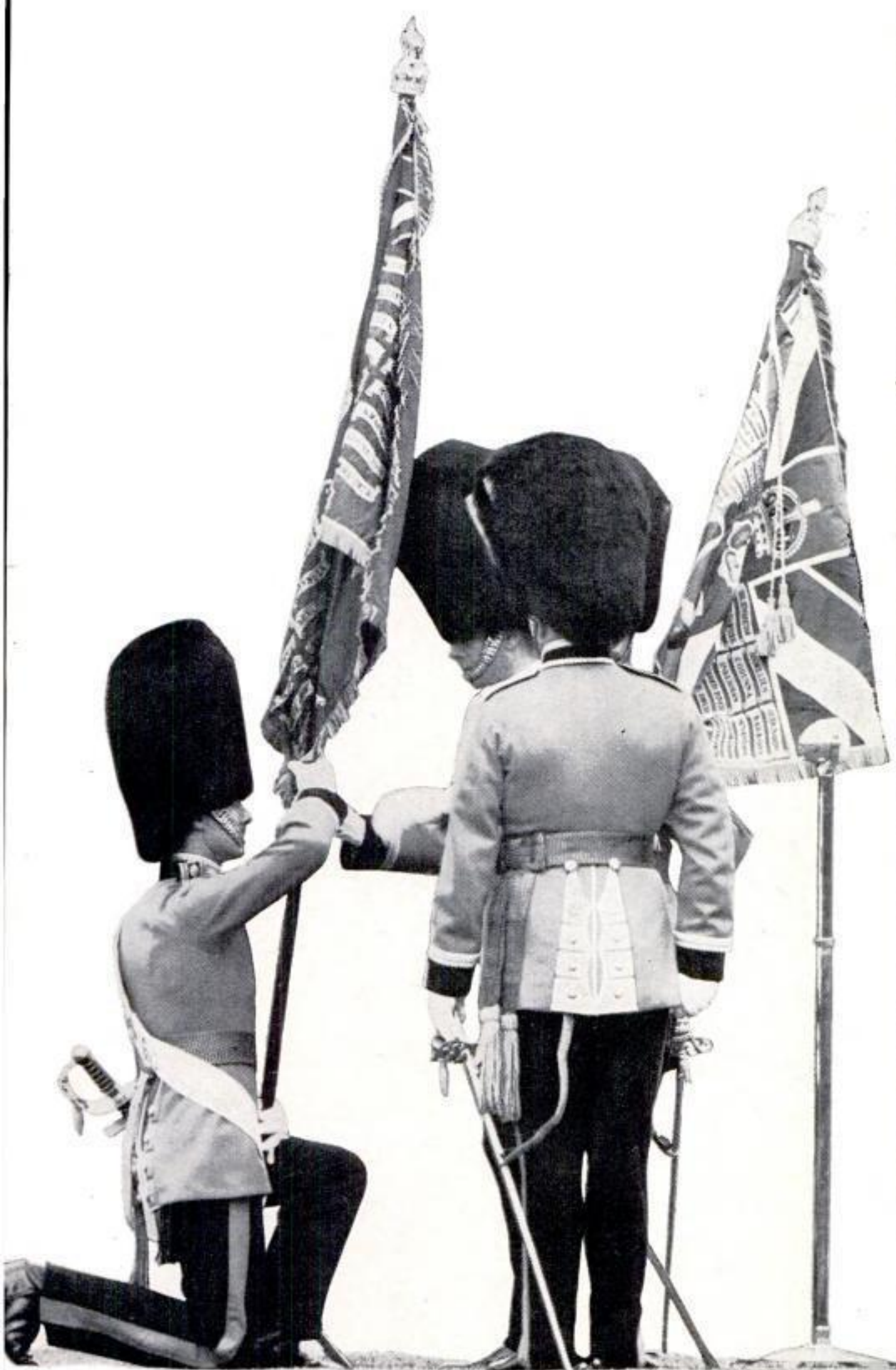
FRANCE AND FLANDERS, 1914-15

THE GRENADIER GUARDS GET NEW COLORS FROM THEIR KING

The oldest and swankest of the British Army's five regiments of Foot Guards is the Grenadiers. It was originally a regiment of English mercenaries in the Spanish army in Holland who returned to Britain with the exiled Stuart, Charles II, in 1660. Since grenadiers were the tallest and strongest of foot soldiers, the title has always been an honor. This First Regiment of Foot Guards won the title of Grenadier Guards after Waterloo.

On the opposite page the Grenadiers are seen performing the slow march, a difficult half-time British version of the goose-step, invented by George II who wanted to see how many of his soldiers were drunk. Grenadiers can be distinguished from other Guard regiments by the bursting grenade on their collars, the white plume on left side of their bearskins. The dress uniform costs the government £14 per man. Note in the background the memorial to the men of the Grenadier, Coldstream, Scotch, Irish and Welsh Guards killed in the World War.

Every 15 years each battalion in the Guards receives new Colors from the King. On May 26 this ceremony (below) was performed by the Second Battalion on the soft green lawn of Buckingham Palace. After the new Colors, piled on the regimental drums, had been blessed by the Chaplain, the King as Colonel-in-Chief handed the new flags that proudly bear the 34 battle honors to kneeling Lieutenants. Princesses Margaret Rose and Elizabeth, Queens Elizabeth and Mary watched from sidelines.



Kneeling, this First Lieutenant receives the King's Color from his Colonel-in-Chief. Bearskin caps are lighter than they seem.



KING GEORGE, LEAVING HIS FAMILY, DESCENDS TO INSPECT THE BATTALION



THE CHAPLAIN PRAYS OVER THE FLAGS WHILE QUEEN ELIZABETH EXPLAINS (BELOW)



BAD LUCK MARS FIRST TESTS OF WORLD'S BIGGEST AIRLINER

Down the ways of the Boeing Aircraft Co. factory at Seattle, into the Duwamish Waterway on the afternoon of May 31, slid the biggest passenger airplane in the world—the 314 Clipper. Into its 82,500 lb. of glistening aluminum alloy and steel had gone two years of creative craftsmanship, 6,000 engineering drawings, 50,000 separate parts, 11½ miles of electric wiring, a million rivets, 15,200 bolts. Within its great hull were accommodations for 74 passengers and a crew of eight. From tip to tip its single cantilever wing measured 152 ft. Its four 1,500-h.p. Wright Cyclones were the most powerful aircraft radial engines ever produced. It was the first airplane ever built for regular large-scale service on either Atlantic or Pacific seaways.

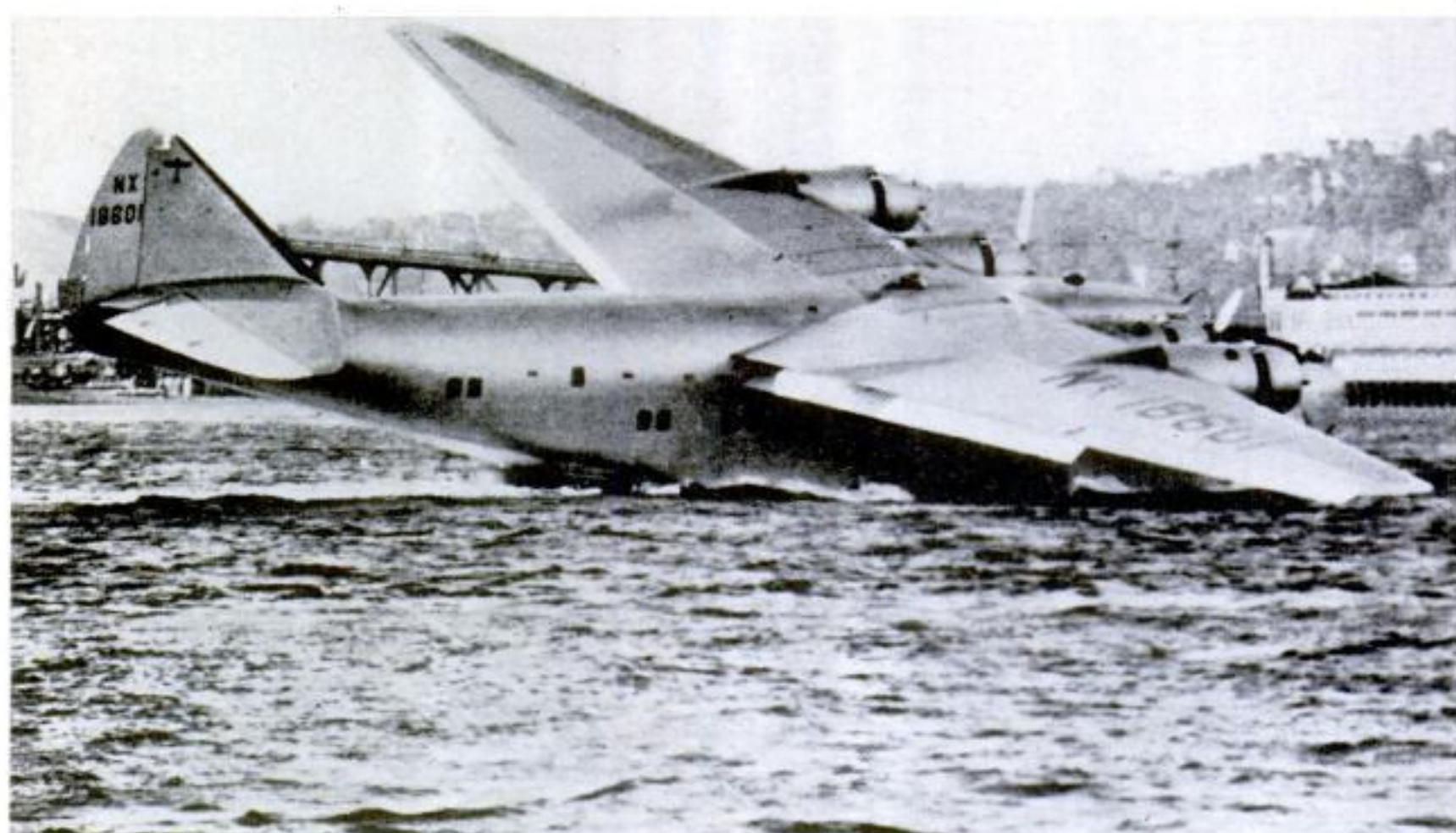
Next day spark-plug trouble initiated a series of mishaps that delayed test flights a whole week, caused Boeing and Pan American officials to fret with impatience. On June 3 a brief taxiing test ended when it became apparent the plane was too lightly loaded to withstand stiff breezes from the Pacific. Two days later the Clipper, weighted more heavily, showed herself seaworthy for 50 miles of taxi-runs up and down the Sound, then mysteriously listed duck-lame to starboard. Engineers thought at first a submerged log had damaged a sea-wing sponson, later decided the stagger had been caused by a gust of wind.

Finally June 7, a whole week after its descent from dry-dock, the Clipper took to the air with ponderous ease, climbed slowly to 2,000 ft., circled lazily over Seattle for 38 minutes. Pan American Airways hope to have the Clipper on a U. S.-Europe run by late summer. Five sister ships are well under way in the Boeing plant. Total cost for the sextet: \$4,000,000.

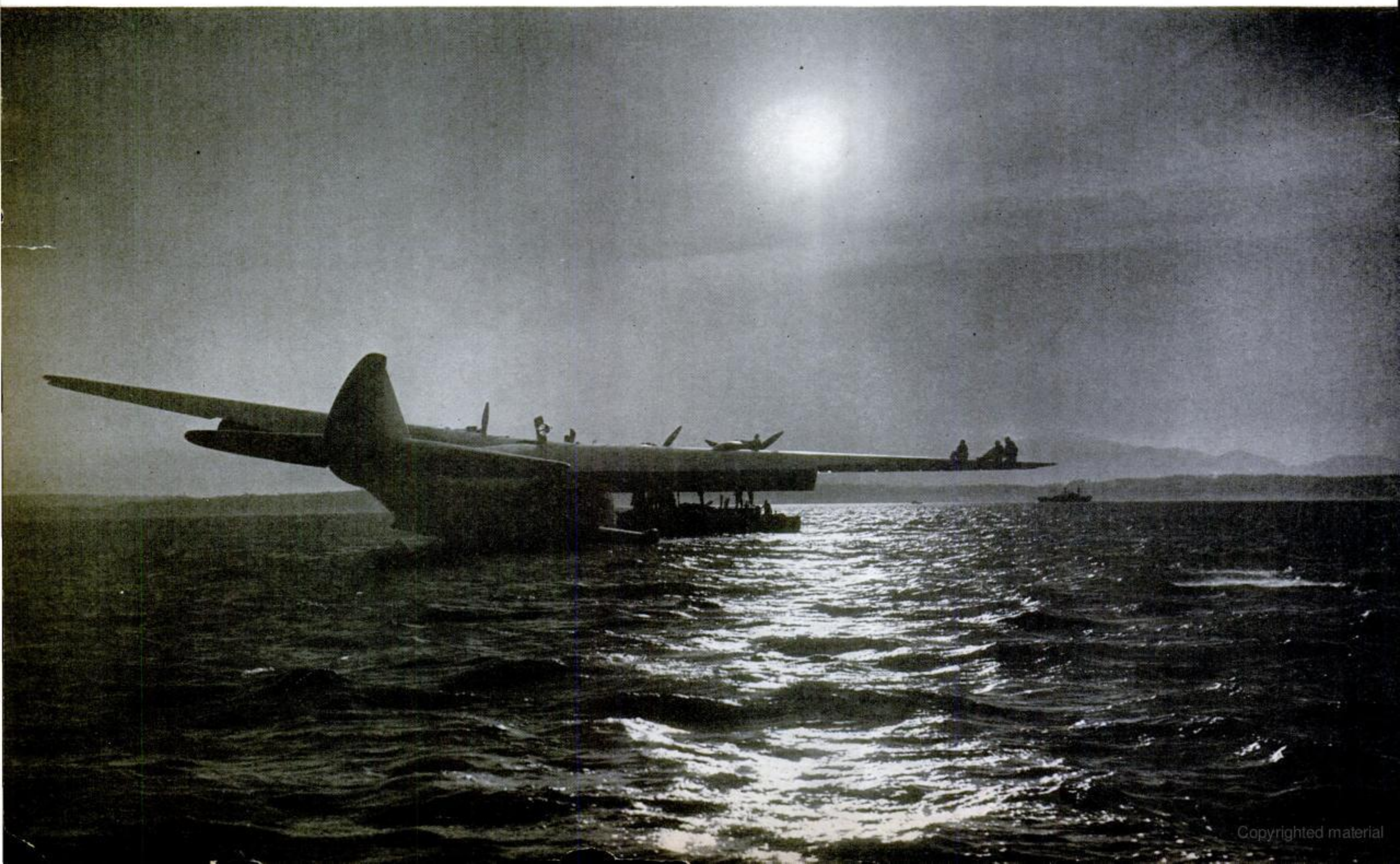
A stabilizing crew was sent out to perch on the wing-tip while the service boat, *Panair*, made ready to tow the Clipper back to her mooring barge. Note the glass-enclosed celestial navigation turret amidships.



Taxiing tests went smoothly for 50 miles. Engineers noted that spray from bow passed cleanly underneath the sea-wings instead of breaking over them—common deficiency of many previous flying boats.



A sudden list to starboard halted second day's trials, just as Test Pilot Edmund T. Allen was about to take-off. A gust of wind lifted the left wing-tip into the air, drove the right one into the water.



LIFE

LOOKS BACK

19 YEARS TO FIRST NONSTOP TRANSATLANTIC FLIGHT

In 1913 the London *Daily Mail* offered £10,000 to the crew of the first airplane to make a nonstop flight across the Atlantic in less than 72 hours. The War put an effective end to plans of possible competitors at the time. In 1919, when the offer was renewed, four teams of English fliers tried for the prize. Of these only one was successful. Taking off from St. John's Newfoundland, in a remodeled Vick-

ers-Vimy bomber on June 14 at 4:12 p.m., Lieut. Arthur Whitten Brown and Capt. John William Alcock flew 1,936 miles, chiefly through fog, until at 8:40 the following morning they landed on the Irish coast. Because of impenetrable mist, Pilot Alcock steered by compass part of the time. Both men were promptly knighted for their feat. Their flight stood as a unique record until Lindbergh's eight years later.



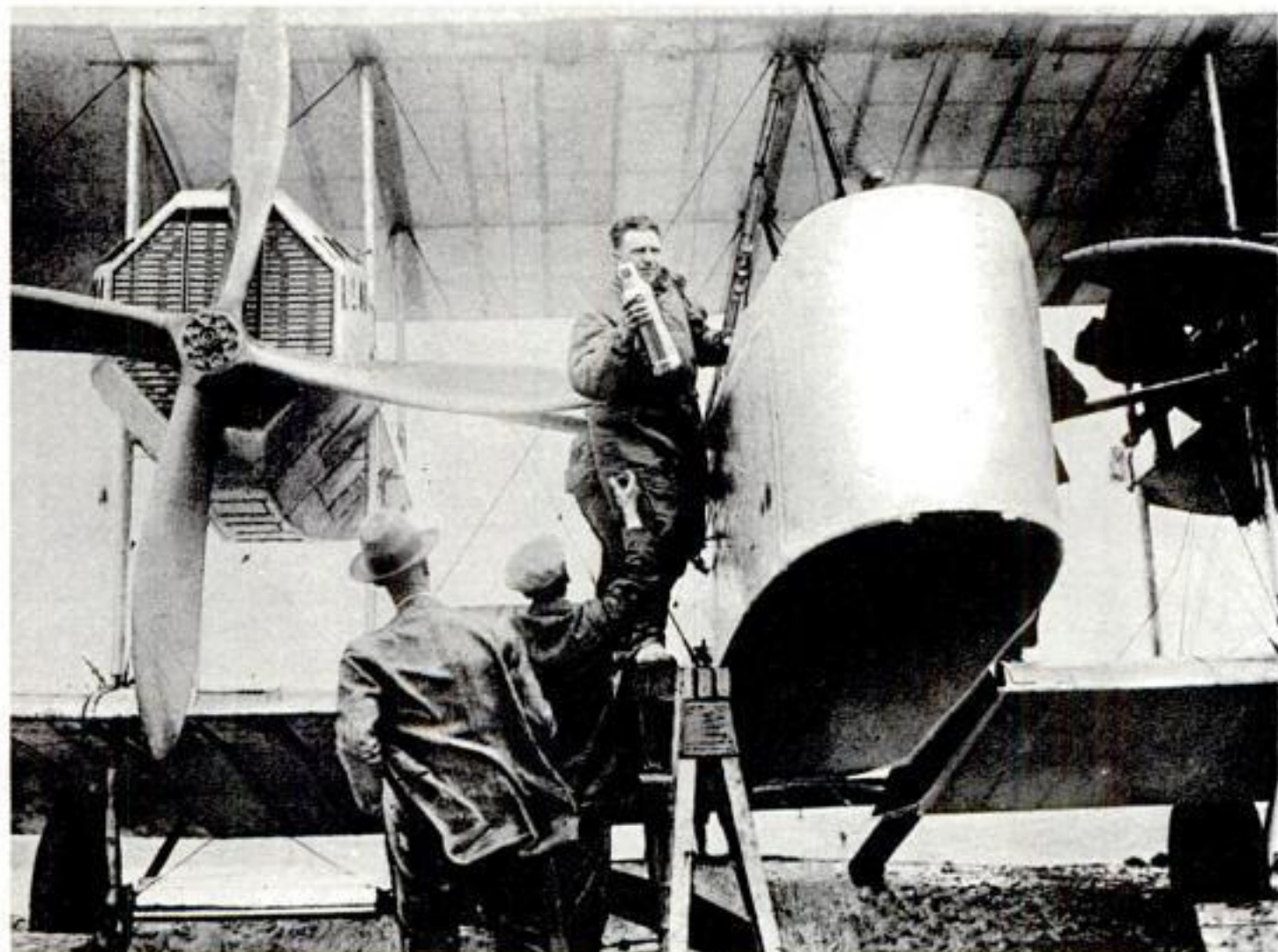
CAPT. JOHN ALCOCK



THE TRANSATLANTIC BOMBER HAD TWO 350 HORSEPOWER ROLLS-ROYCE MOTORS



LIEUT. ARTHUR BROWN



A thermos bottle of coffee was carried on board by Pilot Alcock a few minutes before the Newfoundland take-off. Two black cats were taken along on the airplane as mascots.



This sloppy landing was made in Ireland because Alcock and Brown mistook a sticky Irish bog for a level green field. Their plane is now in England's South Kensington Museum.



Whisked to London, the first nonstop transatlantic fliers were escorted from Euston Station to the Royal Aero Club. Alcock was 26 years old when he made the record flight.



The £10,000 cheque from the *Daily Mail* was given to Alcock and Brown (right) by Winston Churchill. Alcock died in a plane crash six months later, a week after being knighted.

MIDGET

PAUL DEL RIO

AGE—18 YEARS

HEIGHT—19 INCHES

WEIGHT—12 POUNDS

Paul Del Rio, who is by several inches the smallest man in the world, was born in Madrid in 1920. As in the case of most midgets, his parents and twelve of his brothers and sisters were perfectly normal persons. His father was 6 ft. 2 and his mother 5 ft. 6. He has no known midget ancestors. He has, however, two midget sisters—Trinidad, who at 23 is 33 in. tall, and Dolores, who at 19 is 22 in. tall. Paul at 18 weighs 12 lb. and is just under 19 in. tall.

He was brought to Mexico three years ago and exhibited without any particular fuss. Later he went to Hollywood and had a minor part in a movie. But in that hive of eccentricity he was regarded simply as another midget. No one took the trouble to ascertain that he actually was the smallest living male midget.

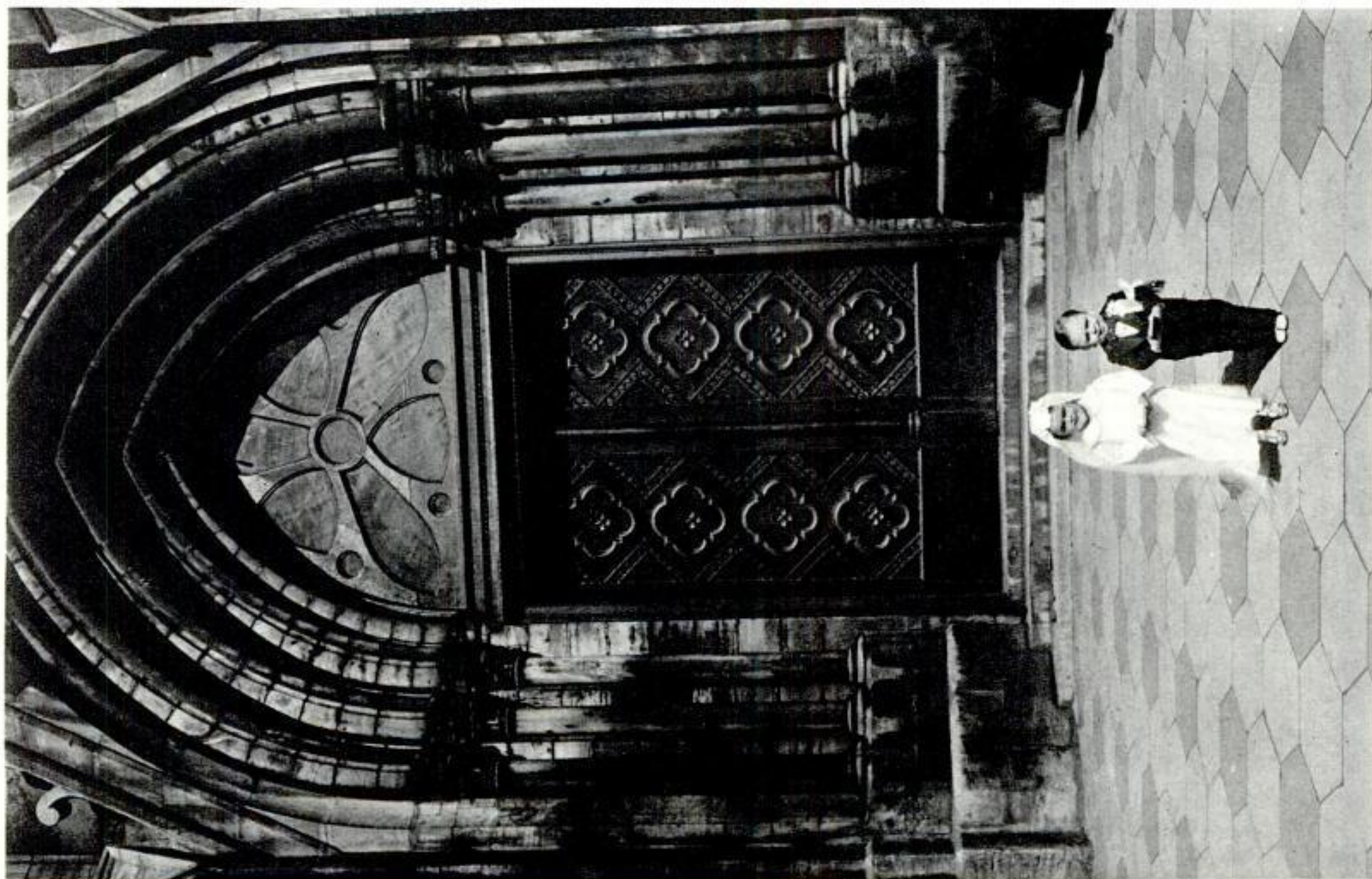
About two months ago, George A. Hamid, impresario of oddities who owns Hamid's Million Dollar Pier in Atlantic City, discovered the Del Rios, brought them East on a trip which included small-time engagements. Currently on tour in Canada, the Roman Catholic Del Rios made their first communion in Montreal on May 29 (*see below*). Scheduled to appear at Atlantic City this month, they will probably be exhibited at the New York World's Fair in 1939. Paul is half the size of P. T. Barnum's famed Tom Thumb, 10 in. shorter than Ringling's contemporary "smallest man."



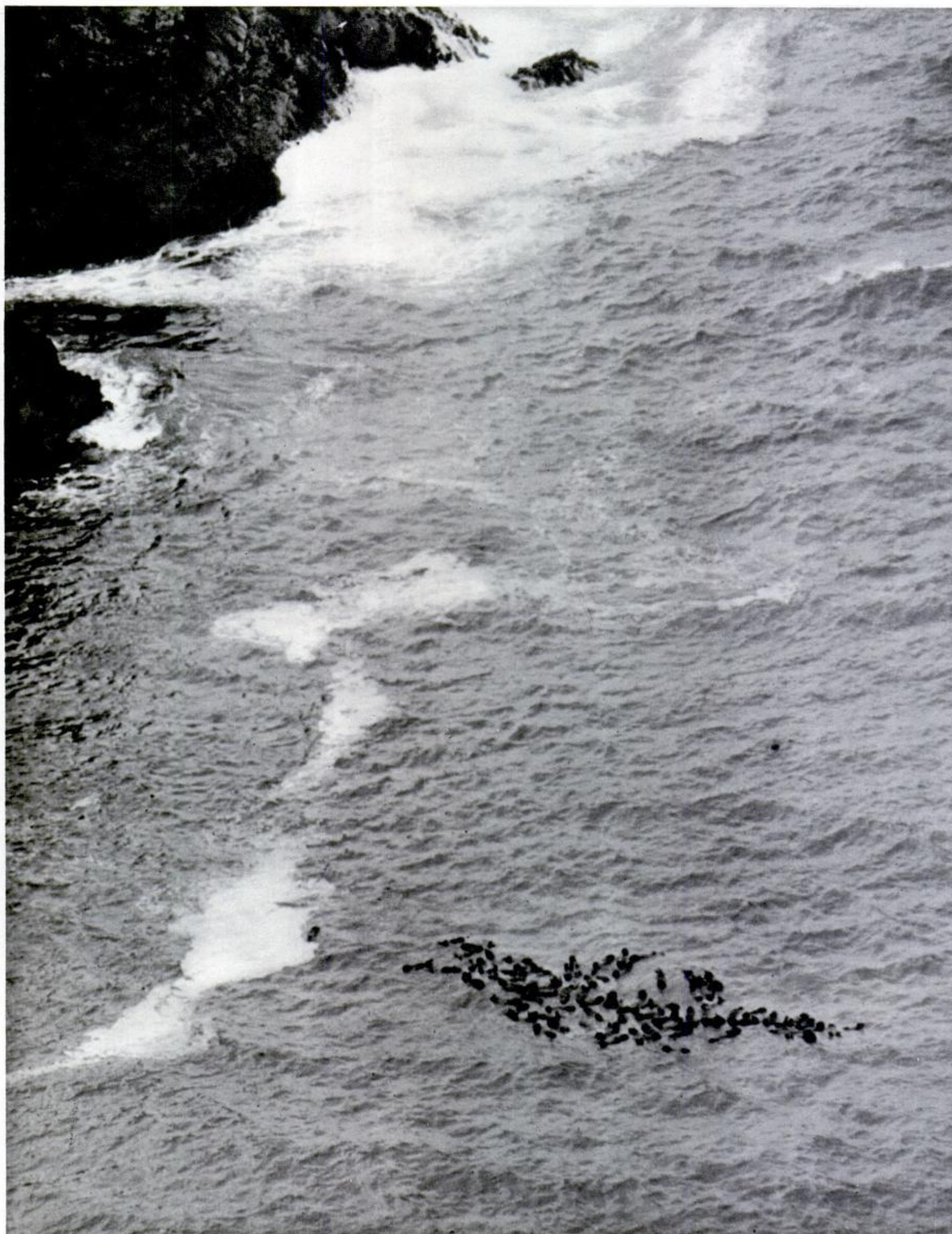
First communion at St. Patrick's Church in Montreal was recently made by Midget Paul Del Rio and diminutive Sister Dolores. On sidelines is Midget Sister Trinidad.



LIFE-SIZE PORTRAIT OF WORLD'S SMALLEST MAN



World's smallest man poses before the church with his 18-lb. sister Dolores. Perfectly formed, midgets like these look like this because of a glandular deficiency.



THE "EXTINCT" SEA OTTER SWIMS BACK TO LIFE

This is one of the rarest sights in the world—a herd of more than half a hundred sea otters. Since 1915 the sea otter, despite protection by the governments of the U. S., Japan, Russia and Great Britain, has been practically extinct. About five pelts a year are sold by the U. S. Government at St. Louis, taken from dead animals or by poachers. The retail price of one pelt may reach \$1,400.

This picture, taken May 10 by Paul Fair from a 200-ft. cliff near Monterey on the coast of California,

shows the sea otters lying on their backs in the warmish shallows. Each is from 5 to 6 ft. long, covered with a dense, short, soft blue-grey-golden fur sprinkled with white hairs.

The sea otter is heavier than the fresh-water otter, which is a cousin of the skunk. It has enormously broad hind feet and enlarged premolar teeth for cracking shells. It feeds on clams, mussels, sea urchins and crabs, can dive to great depths, sleeps on kelp beds at sea and only comes ashore to breed. It

commutes from the Bering Sea southward along the coasts of the Pacific. It was a great feat for the sea otter to breed itself back from near-extinction because, like the seal, it has but one pup a year. It carries its pup under one arm while swimming. Its decimation began when the Russians under Vitus Bering in 1742 used sea otter skins to stuff the chinks in their cabins, sold them in China for \$200 a skin, leading to great otter-hunting expeditions and Russia's annexation of Alaska. The sea otter is now very wary.

The Girl Delivers the Message...

INTERNATIONALS DELIVER THE GOODS

Everywhere you go, smiling girls remind you of "the pause that refreshes" with ice-cold bottles of Coca-Cola. And have you noticed, too, how people turn to look at the Internationals that are used to deliver Coca-Cola? This eye-arresting quality is a real prestige builder in the bottled beverage business.

On top of that, Internationals deliver Coca-Cola on a rock-bottom economy basis. More and more businesses with years of hauling experience are turning to International Trucks.

Sound ALL-TRUCK construction in every model of the complete International line insures low operating costs in every hauling field. And from lowered costs come increased profits—*plus the prestige* of International Trucks. Traveling advertisements for your business!

If the hauling of any type of load is a load on your mind, it will pay you to get an International demonstration. The International dealer or branch in your city will work it out for you without obligation.

INTERNATIONAL HARVESTER COMPANY

180 North Michigan Avenue

(INCORPORATED)

Chicago, Illinois

International Cab-Over-Engine Model D-300—the ideal truck for close work in crowded traffic. Short turning radius, maximum loading space, perfected load distribution, and a completely comfortable cab make this truck a stand-out in the low-price 1½-ton field.



INTERNATIONAL TRUCKS

Schenley's Bond

Deep as a
DIAMOND
Good as Gold!

Sometime after sunset... during certain mellow moments of your life... when a sip of some exquisite Old Kentucky Bourbon would so perfectly round out your blissful sense of well being... no doubt you frequently experience that very human urge to indulge your taste in something truly superlative... for the sheer luxury of it. On such occasions there is nothing so utterly sublime as Kentucky's precious Bluegrass Bourbon... BONDED BELMONT. We can conceive that certain gentlemen who prefer the "blonde," light-bodied type of whiskey might be inclined towards something less ardent and rich than this "deep as a diamond" full-bodied Bourbon. But for you who share the true Kentuckian's enthusiastic joy in the genuine old-style sour mash Bourbon, regally rich in body, flavor and lingering bouquet... here is a veritable gold mine of good taste!

FOR FINE RYE ASK FOR
Schenley's **MONTICELLO**

100 PROOF SPECIAL RESERVE STRAIGHT RYE WHISKEY
BOTTLED IN BOND UNDER U. S. GOV'T SUPERVISION



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Bonded Belmont

KENTUCKY STRAIGHT BOURBON WHISKEY

100 PROOF...BOTTLED IN BOND UNDER U. S. GOV'T SUPERVISION

Schenley's Bonded Belmont

100 PROOF KENTUCKY STRAIGHT BOURBON WHISKEY BOTTLED IN BOND UNDER U. S. GOV'T SUPERVISION

This is to state, That the Belmont Distilling Company located at Louisville, Kentucky, delivers the bottle wrapped herein as a 100 proof Kentucky straight Bourbon, Bottled in Bond under U. S. Government Supervision. Belmont Distilling Co. gives

10 ASSURANCES TO BUYERS OF BONDED BELMONT

- 1 FOR ITS FAMOUS "DEEP AS A DIAMOND" RICHNESS...**
Bonded Belmont is made in the heart of Kentucky by old-school whiskey men, according to the celebrated Kentucky **SOUR MASH** formula.
- 2 FOR EXCEPTIONAL DEPTH OF BODY...** Bonded Belmont is made from the Bluegrass waters—rich in those same minerals which make the Bluegrass blue, and make Kentucky fields so fertile.
- 3 FOR RICH GRAIN FLAVOR...** Bonded Belmont is not merely made of only choice grains, but its luxurious formula calls for a full **40% SMALL GRAIN**.
- 4 FOR CHARACTER AND THE UTMOST QUALITY...** Considerably **MORE GRAIN** than average is used for making each gallon of Bonded Belmont.
- 5 FOR ADDED RICHNESS IN BODY AND FLAVOR...** Bonded Belmont mash is prepared in **OPEN TYPE MASH TUBS**.
- 6 FOR WEALTH OF BOUQUET AND DEPTH OF BODY...** Bonded Belmont is "**SLOW-DISTILLED**" by the leisurely but costly old-style 3-chamber process of old-line native Kentuckians.
- 7 FOR LUXURIOUS BOURBON FLAVOR AND AROMA...** the grains in Bonded Belmont... are always leisurely heated below the boiling point of 212 degrees.
- 8 FOR RICH RIPE MATURITY... THIS WHISKEY IS FOUR YEARS OLD...** Bonded Belmont sleeps in special white oak barrels... air dried, deeply charred, and of staves one inch thick.
- 9 FOR UNIFORM MELLOWING AND AGING...** Bonded Belmont is stored in **BRIGHT, SPOTLESS WAREHOUSES**, where temperature and humidity are carefully watched... and where wholesome sunshine and fresh air pour in!
- 10 FOR THE SECURITY OF THIS PRECIOUS BOURBON...** Bonded Belmont is made by our original formula... aged in internal revenue bonded warehouses... and bottled right at the distillery.

Belmont Distilling Company, Louisville, Kentucky

DIVISION OF SCHENLEY PRODUCTS COMPANY, INC.

by

J. R. Knebelkamp

VICE-PRESIDENT AND DISTILLER

Copyright 1936, Belmont Distilling Company, Inc., Louisville, Kentucky

Every bottle of Bonded Belmont is wrapped in a facsimile of these assurances of the Belmont Distilling Company.

F. Molina
Campos / 938



"WHEE! HO! HOO!—EL BOLEADOR." THE ARGENTINE COWBOY'S FAVORITE SPORT IS LASSOING OSTRICHES WITH HIS BOLA

F. Molina
Campos / 937



"IT'S THE OLD MAN'S BIRTHDAY. THE FUN STARTS AT MIDDAY AND ENDS WHEN THE LAST GUEST GOES UNDER THE TABLE"

F. MOLINA CAMPOS

He paints the cowboys of the Argentine Pampas



Artist Molina Campos (left) shows the Argentine Consul General in New York, Conrado Traverso, his one-man show during May at New York's English Book Shop gallery.

Almost entirely untouched by painting or photography are the flat 250,000 square miles of the Argentine plain. Here it is much like America's old Wild West, but the inhabitants speak Spanish and drink red wine instead of rye whiskey. Its sole artist is Florencio Molina Campos (left), whose pictures are shown here with his own captions.

Molina Campos spent his childhood vacations at his rich father's *estancia* (ranch house), was taught by the gauchos to ride the tough, big-headed Argentine broncos and the piebald ponies. His ancestors got their vast lands from the Kings of Spain, later turning revolutionaries and helping free Argentina from Spain in 1816.

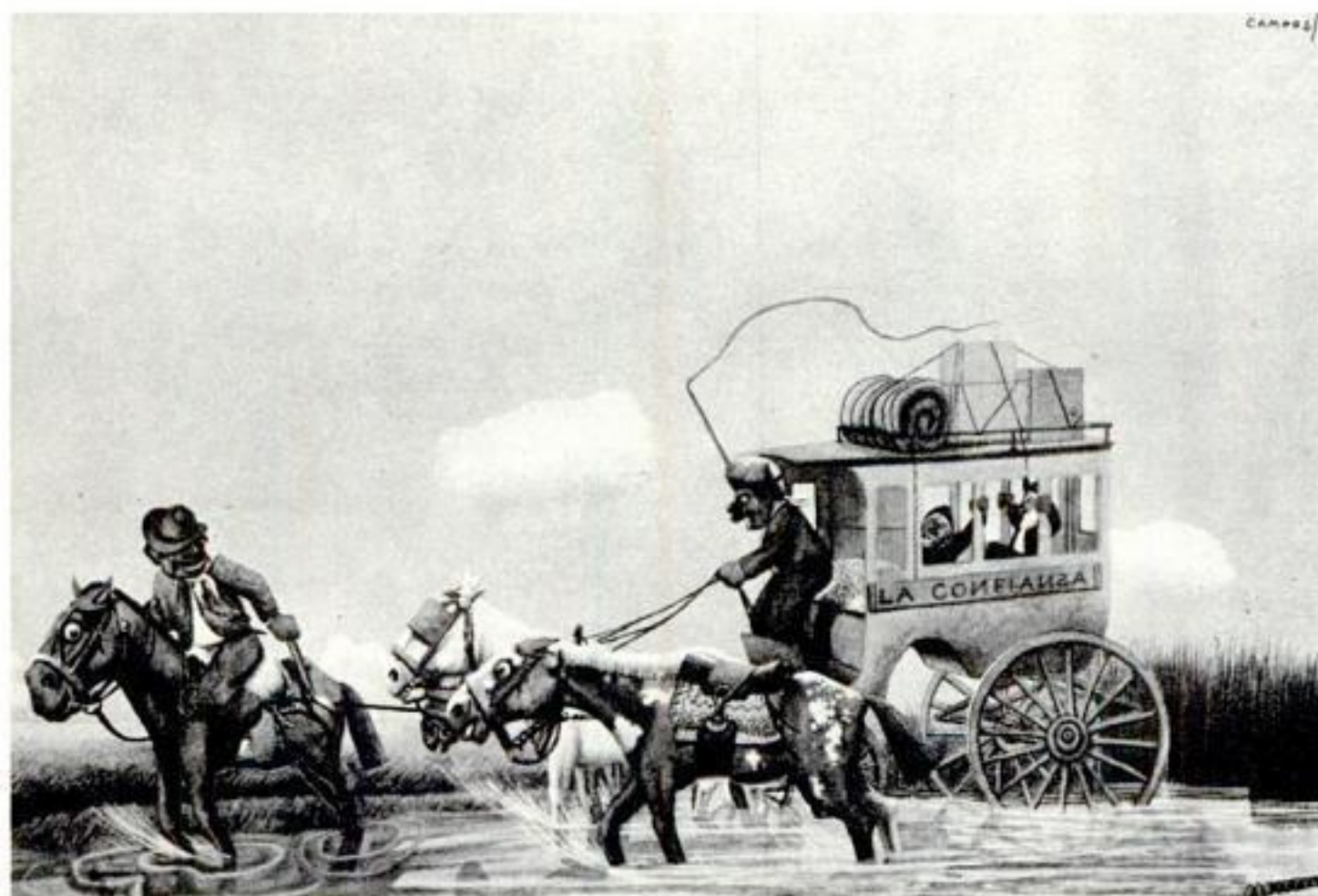
One of ten children, Florencio refused to take drawing lessons. His real fame began in 1930 when a company that manufactures Argentine *alpargatas* (cloth sandals) hired him to make twelve pictures a year for a calendar. Today those calendars are hung on the cabin walls of the poor and are collectors' items for the rich. They are the best-known and best-loved pictures in all Argentina.

The fact that the Argentines like this savagely satiric mockery of their cowboys is significant. For nowhere else in the Spanish-speaking world are there such tough customers as in Argentina. For fun they chase the worthless nandu or rhea which they call ostrich (*see opposite page*) and stop it with the thrown bola, spliced rope-ends weighted with stones that wrap around the bird's legs (LIFE, Nov. 30, 1936). At their birthday dinners they eat roast meat and drink red wine all day until the last guest goes under the table. The men wear in their belts their long-bladed *facon* knives. In gaucho knife fights the idea is to cut up the other man's face without killing him.

The stagecoach shown below is of a type no longer used since the Government pushed a series of unpaved roads into the interior. The name on its side means "The Confident One."

The rider at lower left is playing the ranch yard's regular Sunday game. But instead of the usual ring that he picks off with a sharpened stick, a pair of the *Alpargatas* company's shoes is hung. The oldster holding on to the upright is obviously drunk.

Notice that in Molina Campos' pictures the human figures seem to have been pasted on the backgrounds, as in an animated cartoon. Molina Campos and Walt Disney know and greatly admire one another.



STAGECOACH AT FORD. "PULL TO IT, ZURDO!"



"LOOK AT THE LITTLE BIRDIE, GIRL!"



"I PREFER ALPARGATAS!" SAYS THE DRUNK



MAMA, THE BEAUTY AND THE BOY

MIKE JACOBS IS THE BIG BOSS OF THE BOXING BUSINESS TODAY

Louis-Schmeling fight is put on
by this former ticket speculator

The night of June 22 at the Yankee Stadium in New York, Joe Louis will defend his world's heavy-weight boxing title against Max Schmeling. Gate receipts will probably top \$1,000,000. To some of the 80,000 spectators expected, Louis will be fighting for the glory of his race. To Nazis present, Schmeling will be fighting for Aryan supremacy. Actually, both men will be fighting for a tall rawboned man of 58 named Mike Jacobs who controls the U. S. boxing business today as no man has ever controlled it.

Michael Strauss Jacobs is a boxing promoter. Every important boxer in the U. S.—Louis, Schmeling, Armstrong, Baer, Farr, Apostoli, Galento, Escobar, *et al.*—must fight either for Mike Jacobs or with his approval. Jacobs controls big arenas. He has strong political influence. He has, in short, a power which no boxer, manager or promoter would dare to buck.

Yet Mike Jacobs has been a promoter only since 1934. Before that he was a ticket speculator. He became involved in the fight game through the late Tex Rickard. When Rickard staged a fight, he allotted many of the best seats to Jacobs. Jacobs sold them at a profit, gave Rickard an agreed share. Both grew rich. Rickard died in 1929. Five years later Jacobs became a promoter.

Mike Jacobs usually refers to himself as "Uncle Mike." He has beady eyes, a dead-pan face, a gruff voice, a set of badly fitting false teeth. In a business where profanity is a high and useful art, he is superbly profane. In a business which is incredibly tough and dirty, he is a thoroughgoing realist. By the game's tawdry standards, he is accounted honorable. He is also feared but by no means unliked. He is invariably charitable. His working hours are hard and long. On his estate in New Jersey, Mike raises flowers skillfully and devotedly. In an amateur way, he is known as quite a tulip grower.



NO EXPRESSION CROSSES JACOBS' FACE AS HE WATCHES HIS FIGHTS. THIS IS THE ARMSTRONG-ROSS BOUT



Mike Jacobs' ear is the most sought after in the fight business where it is customary to whisper even the most non-confidential matter. With Jacobs above is Max Schmeling.



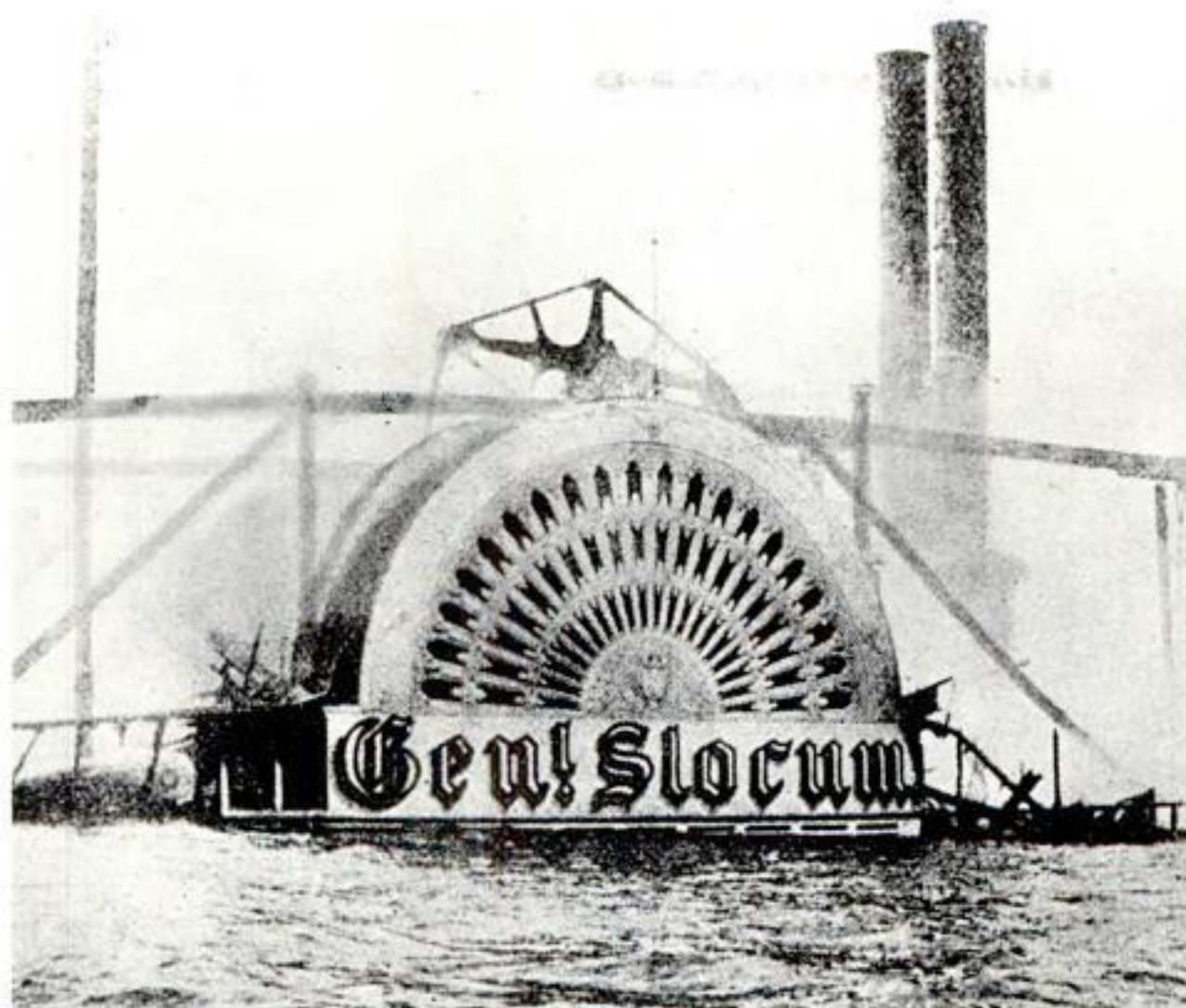
Mike whispers himself. Here he is telling something to Joe Louis who, though he was knocked cold by Schmeling two years ago, is an 8-5 betting favorite in his coming fight.



A whisper of encouragement is dropped into Tommy Farr's battered ear after his defeat by Max Baer in March. No great fighter, Farr was built up by shrewd Jacobs ballyhoo.



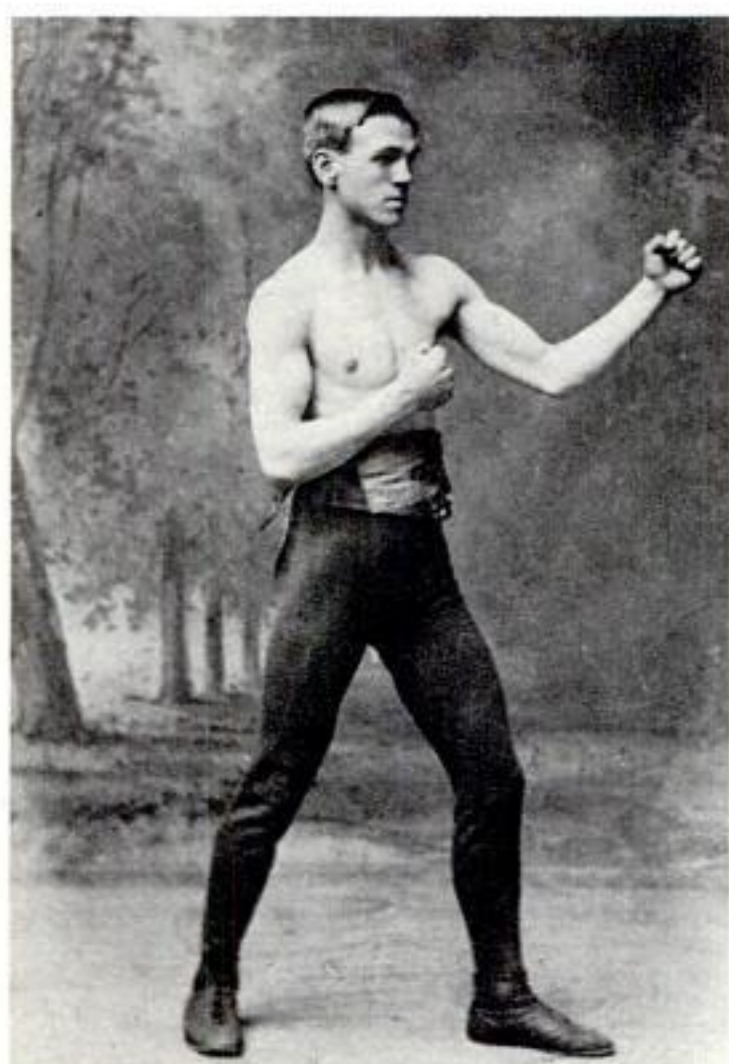
1 In 1897, Michael Strauss Jacobs was 17. He was born near the lower tip of Manhattan. After leaving grammar school, he did well selling papers and peanuts.



2 Mike lost \$12,000 and 1,021 people lost their lives in 1904 when the excursion boat *General Slocum* burned in East River. Mike had just put \$12,000 into the food concession. He would sell tickets covering passage and meals, then sell peanuts and beer until passengers were too stuffed to eat meals.



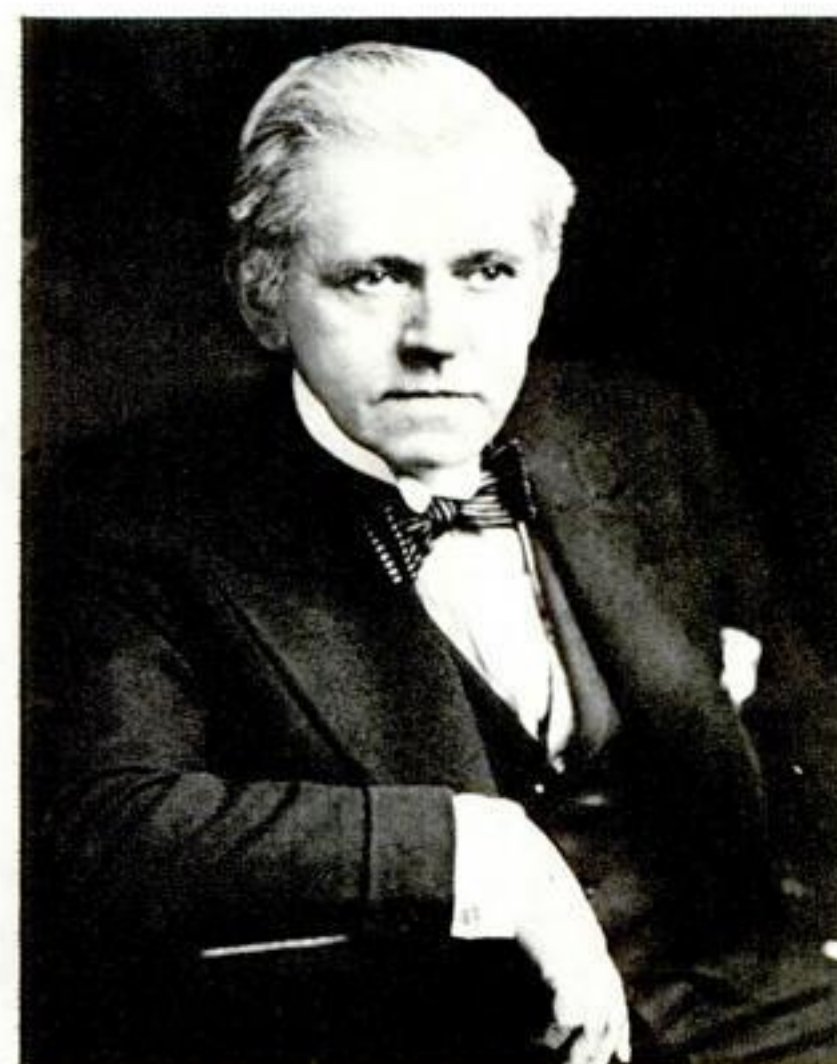
3 "Steamboat Mike" was Jacobs' nickname in 1905 by which time he was not only running food concessions on boats but was part owner of six boats as well. He stands at top right with ships' officers.



4 When "Terrible Terry" McGovern (above) beat George Dixon in 1899, someone gave Mike a \$1 ticket. Mike sold it for \$2, never forgot the easy profit.



5 The Metropolitan Opera House was the scene of Mike's first ticket speculations. By 1907, he had left steamboats to profit from the lesson learned in the McGovern fight. Later, he backed Chicago Opera's invasion of New York, buying half the house for cash at reduced prices, selling tickets above box-office prices.



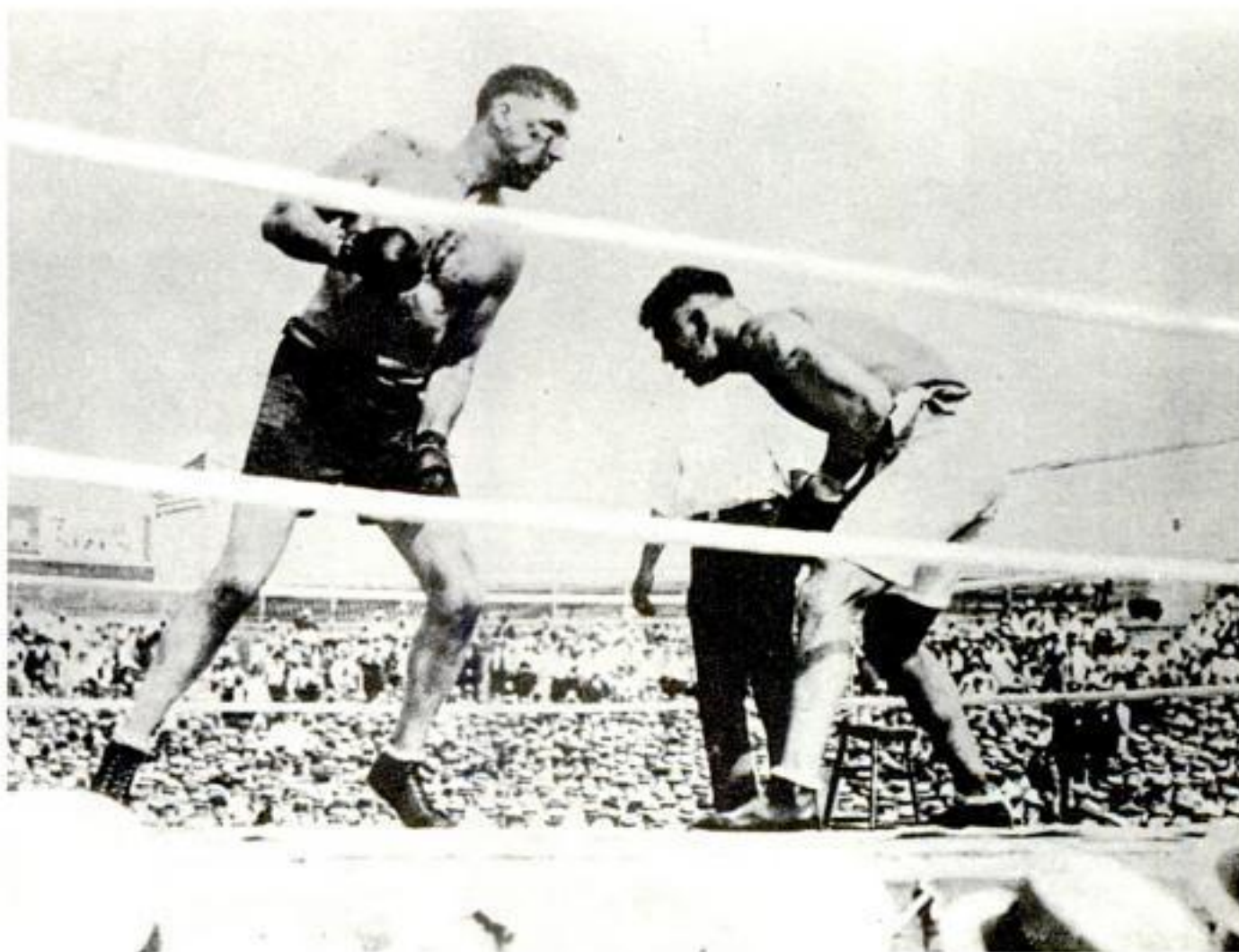
6 As a side line, Mike ran claque for stage stars. His steady customer was famed David Warfield (above) for whom Mike's men stirred up great waves of applause at his performances.



7 Prosperity had settled on Mike, as fur coat shows. He bought it in 1907 when, only 27, he was already a successful ticket scalper.



8 Mike's partner was Rickard who borrowed \$15,000 from Mike to promote Willard-Moran fight (1916). As reward, Mike got blocks of tickets he sold at outrageous profits (once a \$250 box for \$7,500).

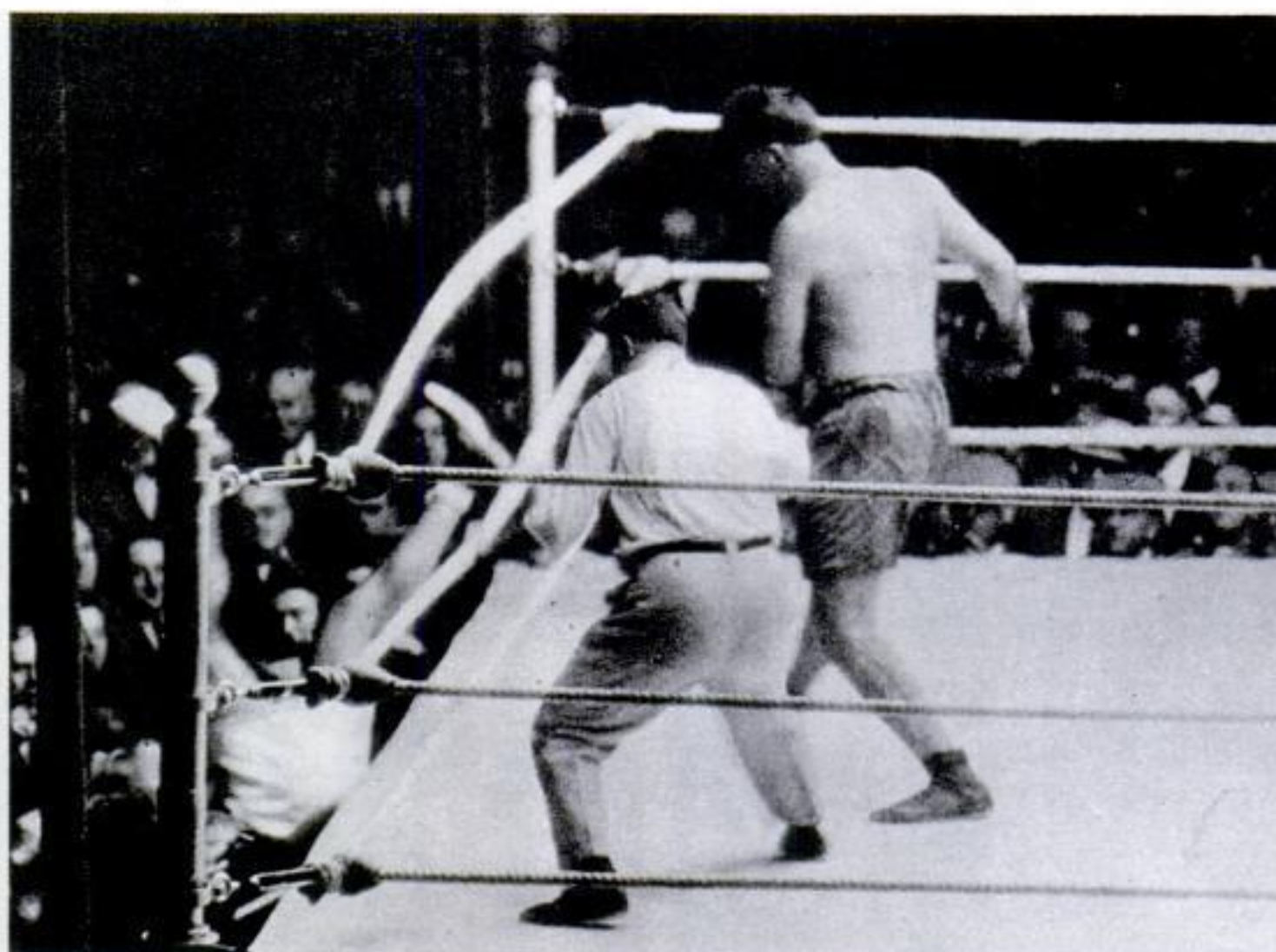


9 Dempsey beat Willard (left) in three brutal rounds at Toledo in 1919, won heavyweight title and started a golden era for boxing, Rickard and Jacobs. Rickard, who promoted Jeffries-Johnson fight in 1910 and retired for a while to a Paraguayan ranch, signed Dempsey to fight for him alone. Jacobs was Rickard's silent ally.

CONTINUED ON NEXT PAGE



10 The first \$1,000,000 gate in history was predicted by Jacobs in 1921. Rickard signed Dempsey to meet Carpentier, got panicky for fear the fight would flop. When Jacobs said it would draw a million dollars, Rickard went ahead. Over 75,000 people paid \$1,800,000 to watch Dempsey beat the Frenchman at Boyle's 30 Acres, in Jersey City.



11 Dempsey fought Firpo, "wild bull of the Pampas," in 1923 and another \$1,000,000 gate resulted. Dempsey knocked Firpo out in the second but not until after the awkward Argentine had sent the champion flying through the ropes in the first (*above*). Jacobs by now was undisputed king of ticket scalpers, his fortune climbed to nearly a million.



12 Mike's next ally was Mrs. William Randolph Hearst (*above*). Rickard died in 1929; the boxing business was in the dumps. Mrs. Hearst needed someone to promote fights to raise money for her pet charity, the Milk Fund. Mike obliged by forming the 20th Century Sporting Club, earned the invaluable support of Hearst press for his fights.



13 Mike's great find was Joe Louis whom he signed up in 1935. Louis drew almost a \$1,000,000 gate when he beat Baer in 1935, then was knocked out by Schmeling in 1936 (*above*). Schmeling signed to fight Champion Jim Braddock for Madison Square Garden last year but Mike crossed the Garden, got Braddock to fight Louis in Chicago. Louis won.



14 Louis the champion fought Tommy Farr for Mike last September. His victory over Farr (*above, right*) was not impressive. Shortly, Mike's bitter rival, Madison Square Garden, yielded, hired Mike as its promoter.



15 Mrs. Jacobs sees little of hard-working husband except during their Florida vacations, as above. Long married, they are childless.



16 Jacobs' latest acquisition is featherweight-welterweight Champion Henry Armstrong, who beat Barney Ross last month. After the fight, Mike cornered Armstrong's manager, Eddie Meade, in the dressing room (*above*), signed Armstrong to fight exclusively for Jacobs during next three years.

Grist for Mike Jacobs' big mill are Boston Boys' Clubs boxers

Mike Jacobs is an extremely powerful pugilistic personage and undoubtedly the big works in the boxing business today. But there are still some fighters who can call their souls their own. Such are the ones shown here who are still too young for Mike to worry about. They are, however, all potential grist for the mill Mike grinds.

They are boxers who fought May 21 in the finals of the Boston Boys' Clubs boxing tournament. The weight classifications used will sound strange to the ears of professional fight followers: Mosquito (everything up to 50 lb.), Pee Wee (60 lb.), Paperweight (70 lb.), Pygmy (80 lb.), Midget (90 lb.), Junior (100 lb.).

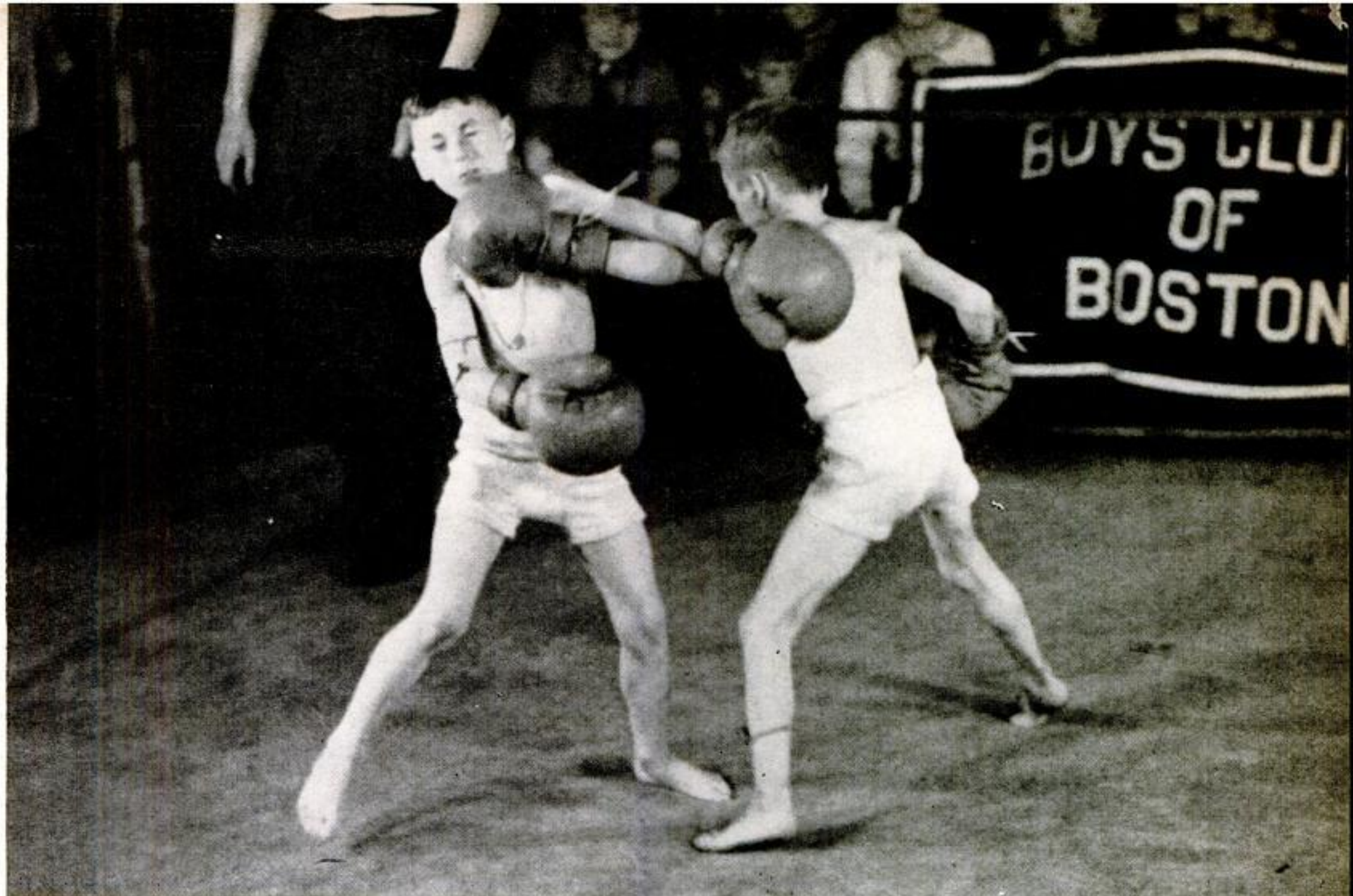
The boys wore big pillowlike 16-oz. gloves which leave no marks. For furious fighting, the bouts were superior to most that Jacobs puts on. The swings were wide but frequent, the offense flurried but earnest. Defense was generally negligible. There were few clinches, no stalling, a few bloody noses. The Clubs discourage professional fighting ambition, but if the boys don't become fighters, they will probably become spectators, which also interests Mike Jacobs.



A physical examination was given, in all seriousness, to contestants. Last boy in line above is very preoccupied.

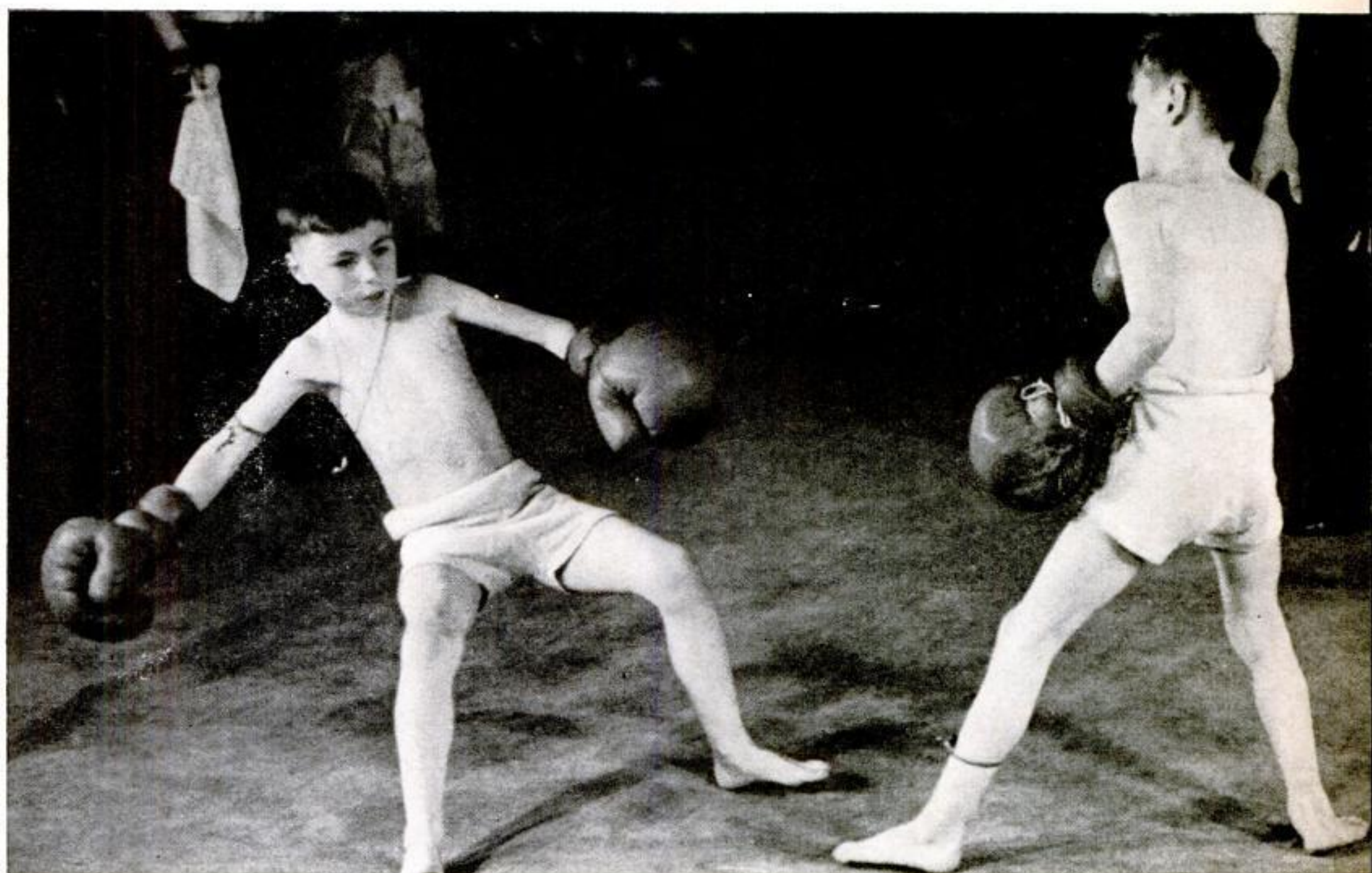


Final instructions to two fighters were given by Referee Herbert Anderson, an older member of the Boys' Clubs.



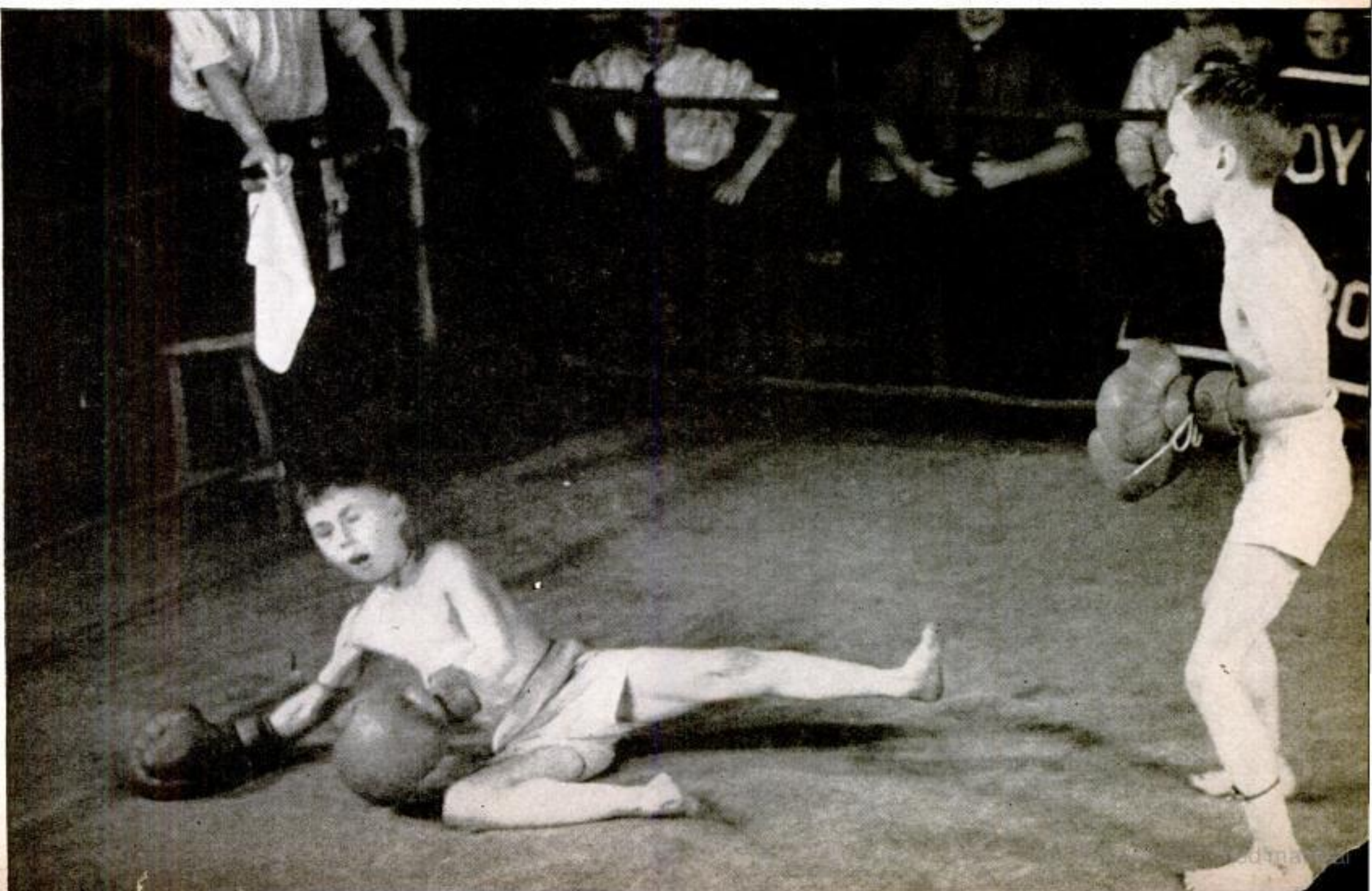
A hard left to the jaw of John Shea was landed by John McGonagle in the final of the Paperweight class. Notice

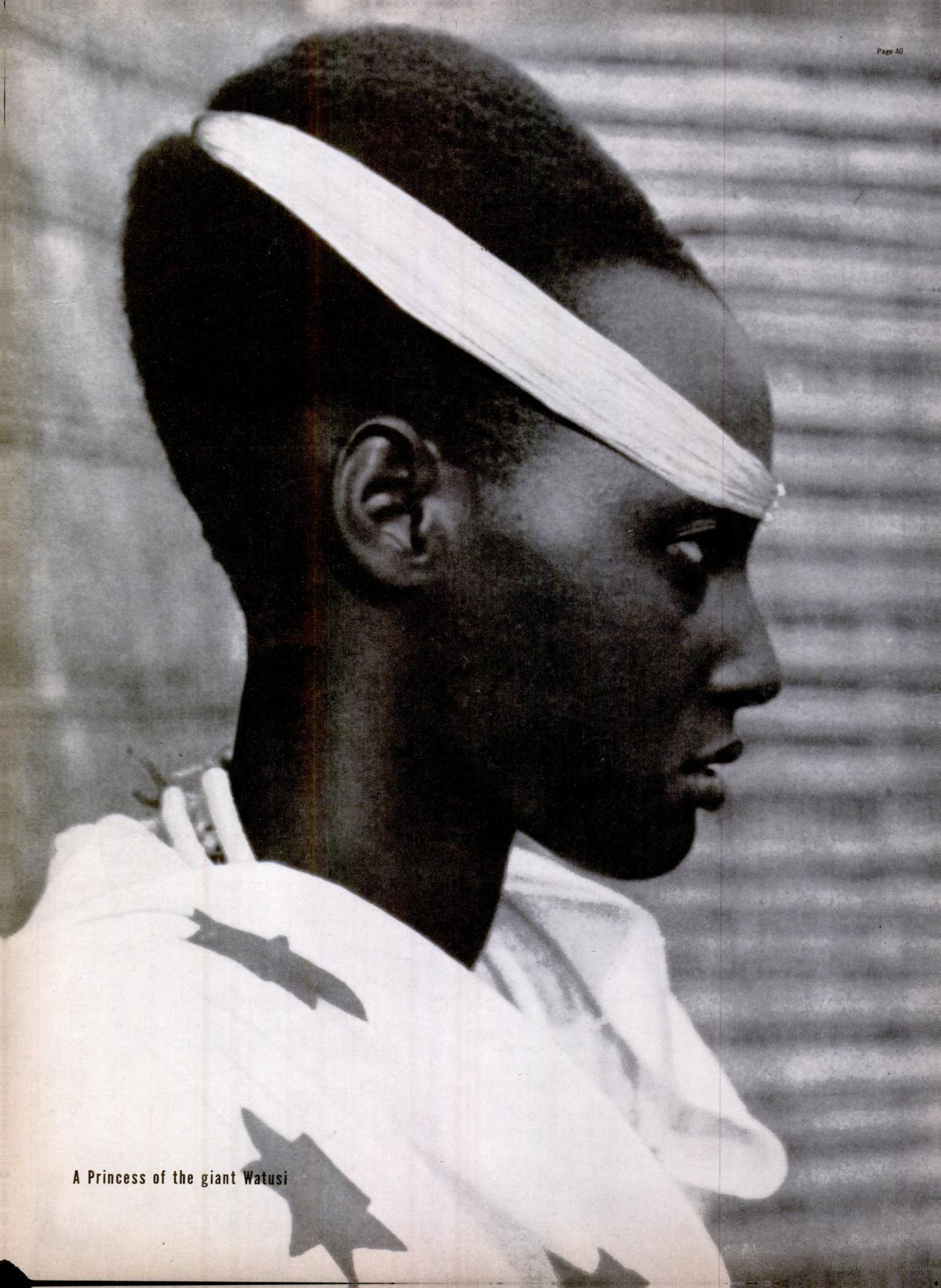
that boys fight in bare feet, tie locker keys around arm or leg. John Shea wears a Catholic medal around his neck.



Down goes Shea, knocked off balance (above), sprawled on the floor (below). The expression of surprise on his face is

reflected in John McGonagle's face. Shea bounced right back to his feet again. McGonagle was awarded decision.





A Princess of the giant Watusi



FOR 18 DAYS THE DENIS-ROOSEVELT EXPEDITION ROLLED SOUTH ACROSS THE SAHARA DESERT, DRIVING, EATING AND SLEEPING IN THESE THREE CARS

BELGIAN CONGO

DENIS-ROOSEVELT EXPEDITION FILMS TRIBES IN AFRICA'S DARKEST CORNER

Africa of late years has been overrun by an international army of explorers, with the result that most of the Dark Continent is no longer dark. Colonial administrators have built roads through the forests, wild animals have been herded into special preserves and natives have grown accustomed to the click of the white man's camera.

But there are still a few remote corners of Africa on which the light of journalism has not yet been turned. One of these dark corners is the back country of the Belgian Congo. Still to be found there are people and places, customs and conditions practically unknown to the white world outside. In that region live such people as the beautiful Watusi princess (*opposite page*), a member of the tallest and most aristocratic race in the world. There, black natives reach manhood only by enduring humiliating tortures and Pygmies pursue a way of life that has not changed for centuries.

To preserve a record of these strange people King Leopold III of Belgium (*above, right*) three years ago commissioned Armand Georges Denis, a Belgian engineer, to make a motion-picture document of the area. Last year he returned from his expedition with 120,000 ft. of film, a unique and authentic story of life in the Belgian Congo. A feature-length version of this movie will be released in July by Universal Picture Co., Inc., under the fancy, box-office-appeal title of *Dark Rapture*. The picture story of these Congo people, taken from Denis' original negatives, is shown on the following twelve pages.

When in 1926 Armand Denis married Leila Roosevelt, daughter of André Roosevelt and distant cousin of President Theodore Roosevelt, he added to his inclination for world-wandering the Roosevelt tradition of game hunting in Africa. He became an explorer and movie expert, directed the making of *Goona-Goona* in Bali and *Wild Cargo* in Ceylon.

The Denis-Roosevelt Belgian Congo Expedition was the couple's latest major independent venture. With Leroy G. Phelps as photographer, they started from French Morocco in March, 1935, in a scout car and two four-wheel drive Dodge trucks. Carrying three tons of gas and 200 gallons of water in addition to bulky movie equipment, they crossed the Sahara and reached Belgian Congo in April. For a year they lived there with native tribes, put together the best and most revealing motion picture ever made of Africa.



King Leopold III (*right*) received Armand Denis and Leila Roosevelt in Brussels before their departure, inspected their equipment. As instigator of the project, the King got the Belgian Government to grant the expedition a subsidy which paid for part of its expenses.



Belgian Congo is a rich colony in equatorial Africa, about a third of the size of the U. S. In it live some 10,000,000 natives and 17,500 whites. The tribes photographed by the Denis-Roosevelt expedition live in or roam through the northeastern part of the colony.

CONTINUED ON NEXT PAGE



THE NATIVES SINGLE OUT ONE ELEPHANT, CUT HIM OUT OF THE HERD



TRUMPETING WITH FRIGHT THE ELEPHANT FLEES ALONG A JUNGLE RIVER



THE ENRAGED BULL TURNS ON THE HUNTERS, IS ABOUT TO BREAK THE TREE



ELEPHANT LUNGES AT NATIVE, TRIES TO KNOCK HIM DOWN WITH TRUNK

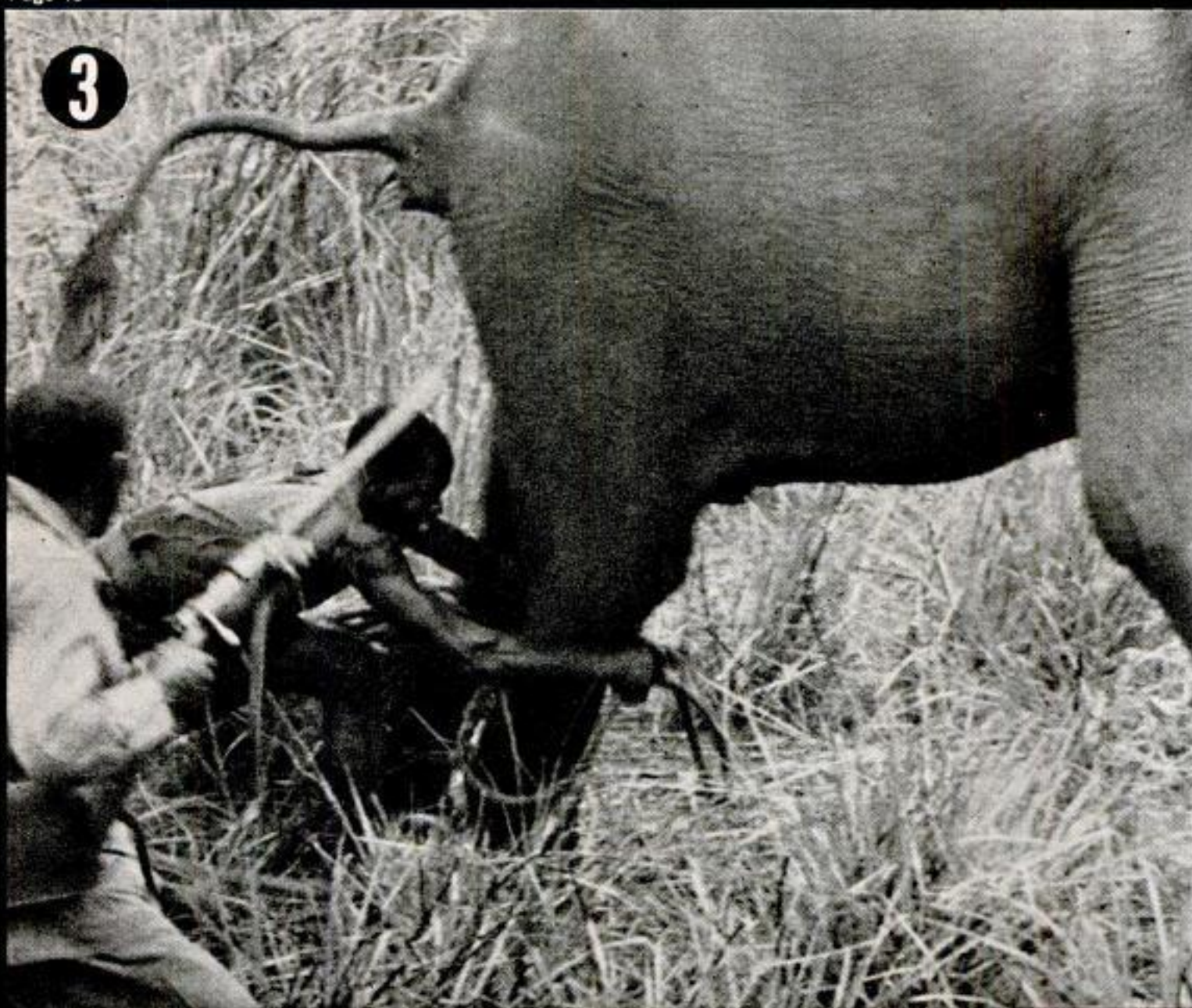
CONGO ELEPHANTS

FEW OF THEM ARE NOW SUCCESSFULLY TAMED

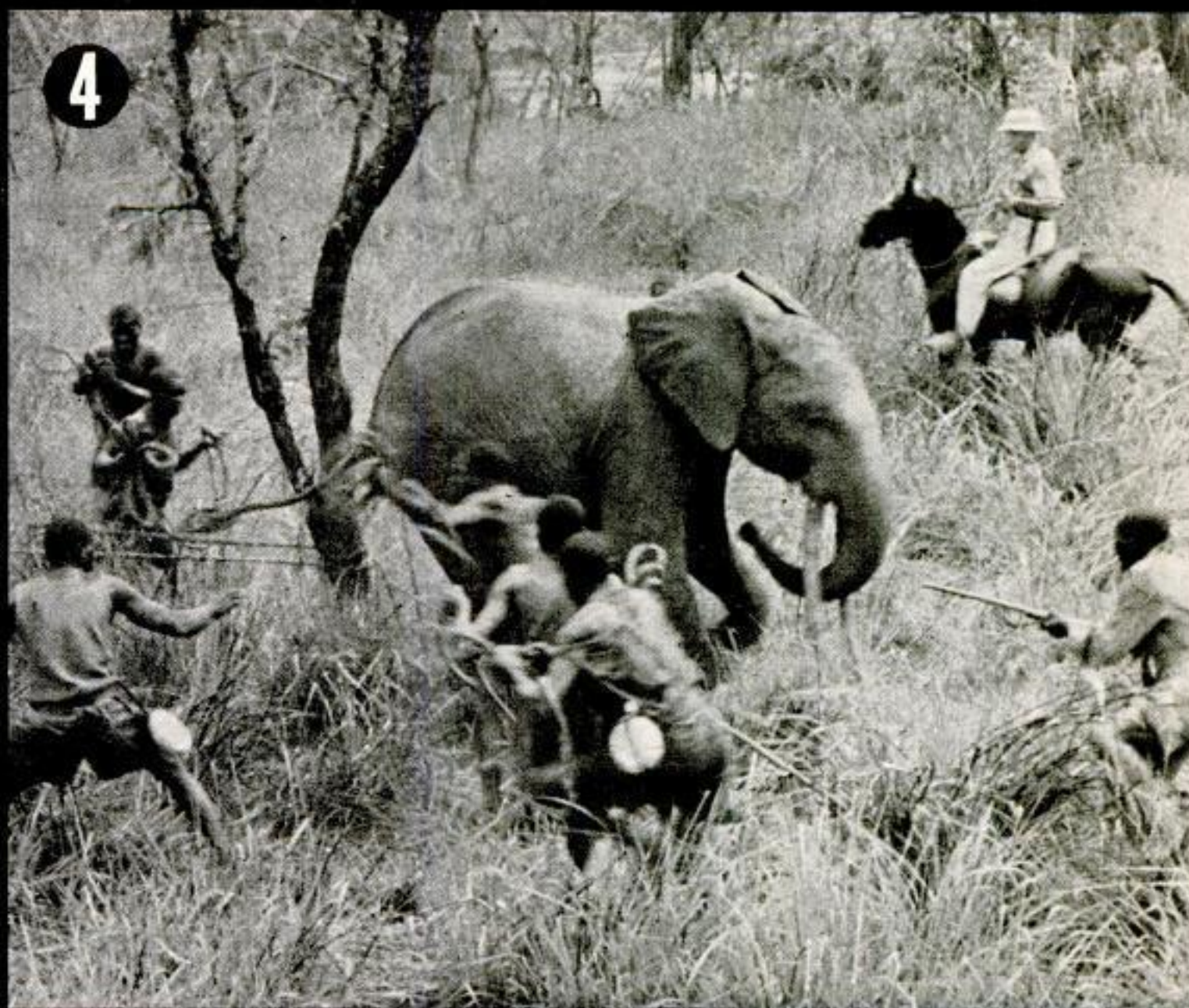
For hundreds of years natives in India, Burma and Ceylon have been able to catch and domesticate the Asiatic elephant. Because these animals do not reproduce often in captivity, most elephants are caught, tamed and trained. Best capture method is to drive a wild herd into an enclosure and then use two tame elephants to cut out individual beasts from the herd. Once subdued, the Asiatic elephant behaves with great dignity, rarely flies into a rage.

Although Carthaginians and Romans used to tame African elephants and use them in war (Hannibal took 37 African elephants over the Alps), modern domestication methods are rarely successful. The African pachyderm is less intelligent and even after two years' training is not dependable.

The pictures on these two pages, taken from the Denis-Roosevelt movie to be released as *Dark Rapture*, show the Belgian Government's attempt to capture and train African elephants. Its elephant station is the only one in Africa which has been successful at this arduous job.



3 A HUNTER RUNS BEHIND THE ELEPHANT, PASSES A NOOSE AROUND BACK LEG



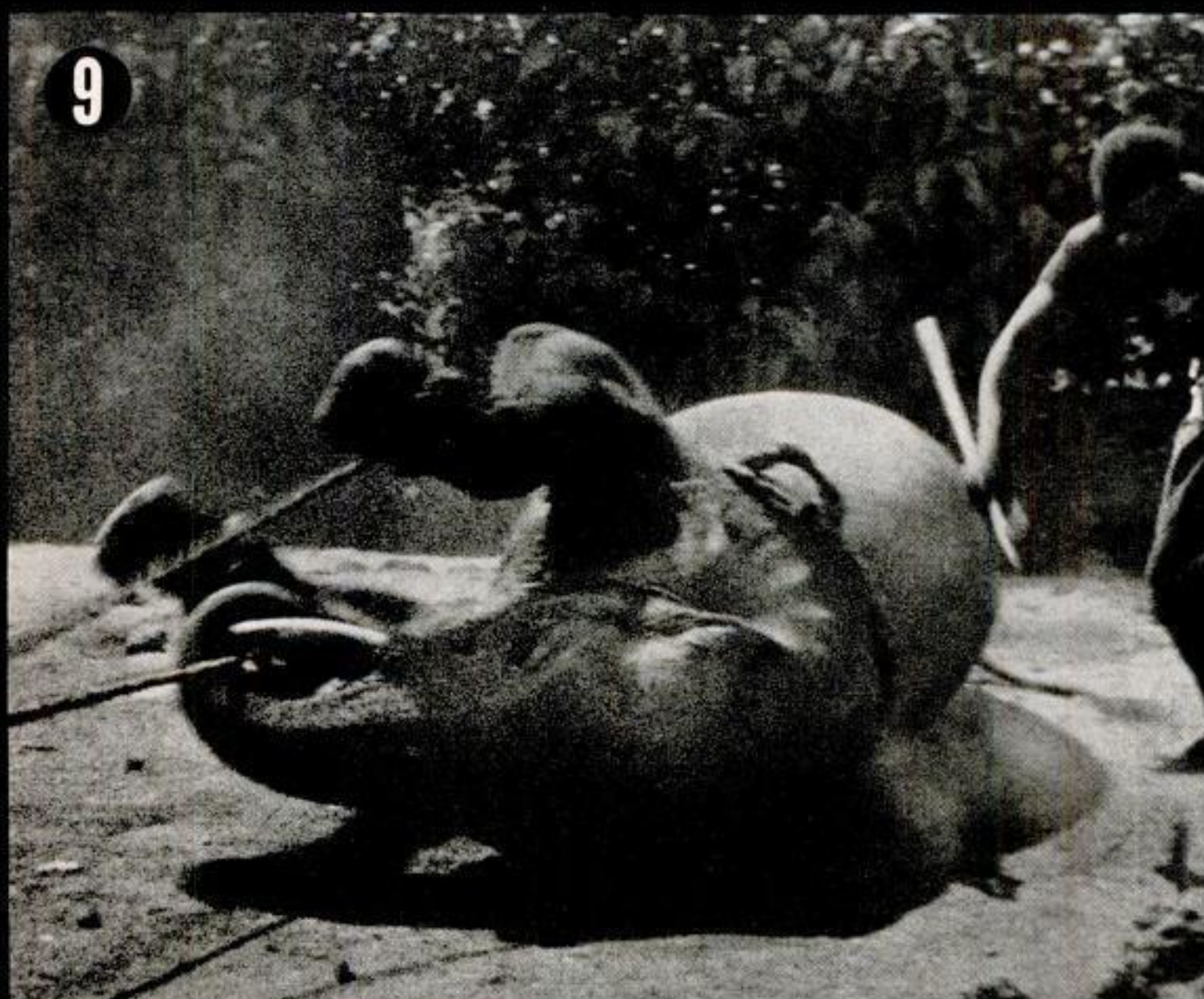
4 ROPE IS MADE FAST AROUND TREE. HORSEMAN IS READY TO SHOOT IF NECESSARY



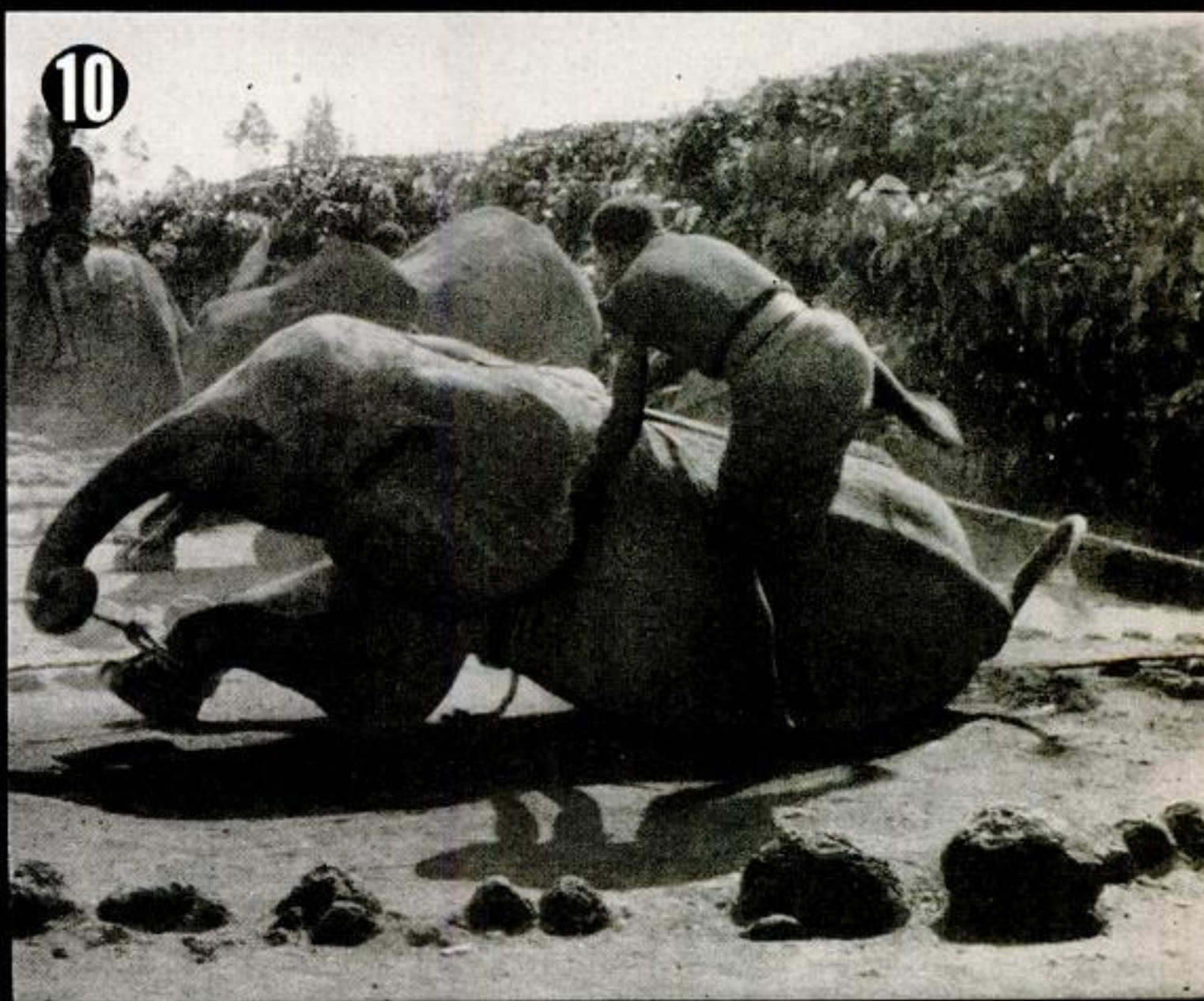
7 CAUGHT BY ROPES AROUND BOTH HEAD AND LEG, ELEPHANT MAKES FINAL LUNGE



8 THE YOUNG ANIMAL CALMS DOWN WHEN PLACED BETWEEN TWO TAME ADULTS



9 AT TRAINING CAMP THE ELEPHANT IS FORCIBLY TAUGHT TO OBEY MAN'S VOICE



10 MOST DANGEROUS STEP IS TEACHING HIM TO CARRY A MAN ON HIS BACK

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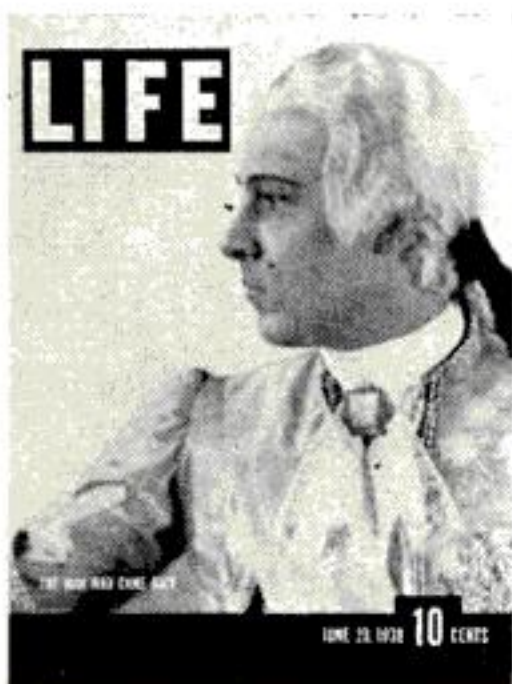
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LIFE'S COVER: On this week's cover is Rudolph Valentino, the man who came back from death to lead America's first important revival of old movies. By 1938 standards Valentino's pictures are silly, his acting ham. Psychologists attribute much of his appeal to his clothes. His frills in *Monsieur Beaucaire* (cover), his Toreador bolero in *Blood and Sand* and his embroidered riding breeches in *The Sheik* (pp. 54-56) were as responsible for the warmth Valentino aroused in women's hearts as were his Latin scowl and his patent love-making.

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Are you waiting for a Shaver better than the SCHICK?

Then do not wait
another day

The Schick shearing head is based on such fundamental principles that we doubt if another method, *not using these principles*, will be found in our lifetime.

There were many centuries of shaving with blades—hundreds of years when men knew about mechanics—and scores of years when men could make machinery as fine as watches. But mechanical shaving *without blades*, cutting hair underneath a thin protecting plate, without injury to the skin, is what Schick gave to the world.

Shaving is a matter of small dimensions—of engineering and gauging in ten-thousandths of an inch. There is no room for even *theoretical* improvement in Schick's principles—little chance for *practical* major mechanical improvement.

WHY SHOULD YOU WAIT?

There is no reason to postpone another day the sheer comfort and economical efficiency of Schick Shaving. Some men are waiting for a \$5 electrical shaver. In our studied opinion, no company can produce a fine preci-

sion instrument, such as ours, to sell for much less than \$15. We don't believe a cheaply-made shaver *could* shave satisfactorily over a period of time. It would cost more in the long run than a well-made shaver.

Go to an authorized Schick dealer—let him demonstrate the Schick Shaver to you and tell you how and why it actually restores and reconditions your skin even after years of blade-shaving. Follow his instructions, and in a short time you will enjoy quick, close and economical shaves—and without the use of blades or lather.

FATHER'S DAY—JUNE 19



When you give Dad a Schick Shaver you give him quick, close, painless shaves—a renewed skin! A face forever free of shaving irritation, cuts and callus—a natural "clear skin" look!

GRADUATION



Graduate him to quick, close shaves! Give him a Schick, the shaver that *conditions the skin as it shaves*, \$15. (The de luxe Schick with gold plated shearing head and "jewelry box" case, \$18.)

ANNIVERSARIES—WEDDINGS



What better gift than a Schick Shaver for anniversaries?—or for ushers to give the groom?—or for groom to give the ushers? (A man gives his wife the Schick Shavette, dainty, feminine, \$16.50.)



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SCHICK SHAVES

WE SPEAK FOR OUR FRIENDS

*The time has come for an appeal to common sense.
American justice and fair play require it.*

Consider these recent events:

In November 1936, the "Consumers' Guide," distributed free to thousands of housewives by the Consumers' Council of the A.A.A. of the Department of Agriculture, warned housewives "Watch the Scales."

In January 1937, Grand National Pictures released the feature picture "Great Guy" starring James Cagney as an honest Weights and Measures Official battling to protect the public from "The latest racket—short weight." This film was seen by millions of people from coast to coast throughout the year.

In April 1937, "Consumers' Guide" ran an article on "The novel technique used by a Virginia official to protect consumers against short weight."

In October 1937, the Consumers National Federation issued a bulletin to its members, "C.N.F. calls your attention to the problem of Weights and Measures."

In December 1937, "Consumers' Guide" ran "One Day with a Weights and Measures Official."

HERE ARE THE FACTS—

We have at least as much knowledge of the true facts as any of those who have yet spoken. An intimate factual knowledge of conditions in food retailing is essential to us in a major division of our business.

Dishonest practices in food retailing (whether chain or independent), where they exist, are almost without exception the result of bitter competitive conditions, or a lack of business knowledge.

Also, of course, there are those who from inheritance and environment are morally dishonest. Every business and profession has them. **Food Retailing Has No More Than Its Share.**

ON THE OTHER HAND we have in our files conclusive evidence that the great majority of food merchants, not only are fair in their business dealing, but are actually *giving away their profits*. We make this categorical statement, and stand ready to prove it. Why do they?

1. BECAUSE THEY WANT TO "PLAY SAFE."

They know that an occasional mistake, a careless slip, may lose them your trade and subject them to fines. In blind self-defense they play safe and give more than they should. What a price to pay! Five per cent net profit is rarely made in food retailing today. But five per cent of your pound of steak is only *four-fifths of an ounce*. When your meat man gives you only that much overweight—he gives you his entire profit on your purchase. Yet in thousands of cases they are doing just that.

2. BECAUSE THEY THEMSELVES DON'T KNOW IT. With such a slim margin of profit, it's easy to give it away and not know it. The store owner may know it. But his help are, of course, less interested. They know the boss wants to treat customers right. Like the maid in your home, they don't pay the bills.

3. BECAUSE THE EQUIPMENT IS INADEQUATE. Your food retailer depends on a machine to weigh your meats, produce and similar purchases. That machine (the scale) also automatically computes the price you pay.

But too many machines are out-of-date. They were built in the days when you bought larger quantities. Today you buy "a slice at a time"—small quantities, more frequently. The older scales were not built for this. They are particularly outmoded in the way they compute the prices you pay. Many of them have missing prices, requiring mental arithmetic. Most of them are badly out-of-date in their reading features, making it impossible for the man behind the counter to read the right price, every time, quickly.

How do we know these things? Because for years our representatives all over the country have been helping food merchants to test their scales. We have thousands of records made by food merchants and their clerks, showing how they read their scales. We know that in the majority of cases, food retailers are **Giving Away Profits.**

Of course, there is truth in what you have been told. The stories you have read and the pictures you have seen do have basis in fact. But we actively oppose the very obvious implication, "Food retailers are Crooks!", which is the dirge-theme of these pictures and stories.

Do not be led to believe that, as a class, they are deliberately and intentionally dishonest in their service to you. We speak for them because **We Know They Are Not.**

Do not let thousands of honest, industrious business men stand condemned in your minds; because of the personal shortcomings of an infinitesimal few; and because of conditions which they correct as fast as

Three months ago, in March "Readers Digest" appeared "Weighed—and Found Wanting," citing short-weight facts in New York, Pennsylvania and Texas and also warning the public, "Watch the Scales!"

And now comes "The March of Time" motion picture featuring "Housewives vs. Racketeers", which "Studies the methods by which the dishonest storekeeper cheats the U.S. housewife out of billions of dollars each year." (That's what the advance publicity says, "billions").

Meantime roto sections of newspapers have taken up Short Weight. Local newspapers have run feature articles. Thousands of cartoons, feature stories and news comments have appeared in newspapers all over the country. The mass U.S. and Canadian circulations of these short-weight ideas have probably by now reached the hundreds of millions.

With our Federal Government, feature motion pictures, newspapers, consumer organizations, and leading magazines focusing public attention on the food merchant as a racketeer, it is high time in all fairness to look at the facts. Let us be careful lest the very power of these millions of messages, and the prestige of the agencies from which they emanate, stampede us all to casual conclusions which ruin the reputations and businesses of our million-and-more neighbors who gain their legitimate livelihood supplying us our daily food.

they find them—careless help; unintentional mistakes; and outmoded equipment which they have not always realized robs them at least as often as you.

In the spirit of justice on which our law and our lives are based, we say "Be Fair." Judge your food retailer as you would have him judge you. Accept him as innocent of wrongdoing, until you have positive evidence of deliberate and intentional fraud. Be human—Be American. Talk to him about this problem. Let him tell you his side. He is important to you in your daily life. Your confidence in him is his greatest asset. When he makes mistakes, tell him. And when you like his service, tell him that too!

WHAT OF THE LAW? Most states and cities have weights and measures laws. But no law is any better than the means provided for its enforcement.

Your Weights and Measures Department wants and needs your interest and support. Do you know who your City Sealer is? Probably not, because he doesn't wear a nifty blue uniform or ride behind sirens in a red car. And for that reason your Weights and Measures Department is probably the most over-worked and underpaid of all your public servants. Throughout the country we find these important departments, established by law to protect you, undermanned, underpaid and without adequate testing apparatus.

For our part, may we say that our engineering and field research will continue to be applied to the designing and building of food store machines that correct the deficiencies of old-style equipment. That is our part of the battle in which we stand shoulder to shoulder with Weights and Measures Officers and honest food retailers.

We bespeak a Square Deal for BOTH Sides of the counter!

NO
SPRINGS



HONEST
WEIGHT

TOLEDO SCALE COMPANY

TOLEDO, OHIO, U. S. A.

CANADIAN TOLEDO SCALE COMPANY, LIMITED, TORONTO, ONTARIO

World's largest manufacturer of automatic scales for retail and industrial use

1898 — FOR A SQUARE DEAL ON BOTH SIDES OF THE COUNTER — 1938



1898—The first computing scale to employ the accurate pendulum principle of balancing weight against weight, a springless Toledo.



1905—"No Springs—Honest Weight" adopted as Toledo slogan to combat unfair and dishonest practices of that day. Thousands of Toledo users show this sign, evidence that they own the finest scales.



1935—"The Sentinel" (Duplex)—produced after ten years' industrial research. First machine to use Plaskon, a product of Mellon Institute research. External design by Harold Van Doren.



1938—"The Guardian" (Duplex)—latest model food store scale. Also Van Doren-designed. The Sentinel and Guardian are today the only complete answers for "A Square Deal on Both Sides."

THE CONGO GIANTS

THEY ARE AFRICA'S ARISTOCRATS

On a high plateau behind a barrier of volcanic mountains in eastern Belgian Congo lies the prodigious land of Ruanda. There vegetation, animals and people grow to gigantic sizes. It is ruled by the Watusi, aristocrats of Africa, who tower up to 8 ft. in height. Their ancient stock of cattle (*right*) have horns measuring as much as 12 ft. from tip to tip. Heather which grows to 3 ft. in England reaches 40 ft. in Ruanda. Even the pygmy slaves are taller than forest Pygmies beyond the mountains.

The Watusi are like no other African tribe. Their color is deep bronze, not Negro black. No one knows whence they came or when they reached Ruanda. Most likely guess is that they are descendants of ancient Egyptians who migrated many centuries ago up the long, winding course of the Nile. They are strikingly reminiscent of the Pharaohs. Their features are finely chiseled with high, smooth foreheads and high-bridged noses. The men's heads are shaved except for two crests of hair woven in the shape of half-moons. Their clothes are similar to Roman togas.

The elegance, poise and austerity of these intelligent people is seen in the graceful figure of Rudahigwa IV Mutare, King of the Watusi, who looms over Leila Roosevelt (*opposite page*). He is 23 years old, speaks perfect French, smokes cigarets, rides in an automobile and lives in a palace supplied by the Belgian Government. His court has an etiquette as strict as that of Louis XIV. His courtiers are feudal lords. Each has his corps of Negro servants, his body of pygmy slaves.



The sacred cattle are the most valued possessions of the Watusi. Thus a wife is worth two or more cows. The Watusi vocabulary, unlimited in describing the fine points of a cow, also serves to describe women (the queen

mother is called "Red Cow of Ruanda"). Ever since the former king, father of Rudahigwa, was exiled, and escaped with the Sacred Bull, symbol of kingship, the Watusi have felt that Rudahigwa is not fully a King.



Royal princesses flank the queen who stands in the center. To right of the queen is the king's sister whose full-page

portrait you saw on page 40. The Watusi are usually polygamous and show great respect for their wives who are not

made to do any physical labor. Though the men average 7 ft. in height, the women are of more normal stature.

CONTINUED ON NEXT PAGE



THE PLEASURE OF THE DANCE, IN WHICH RHYTHM IS BLENDED WITH PHYSICAL PROWESS, BRINGS A LARGE GRIN TO THE FACE OF THIS WATUSI GIANT

This Negro has been taught to dance by his Watusi masters. Crouching low, he swings from side to side

in a light-footed routine. The gray stripes of paint on his body mark him as a member of a lower race.

CONGO DANCE

WATUSI GIANTS THUS GREET VISITORS

The Watusi dance as shown here from the film, *Dark Rapture*, can be found only in Ruanda, on the eastern border of the Belgian Congo. It demonstrates the highly developed artistic ability of the Giants. The Congo Negro dancer continuously shuffles his feet on the ground, repeats the same steps over and over again, and finally becomes hypnotized by the rhythm of the music. The Watusi dancer, on the other hand, stamps violently on the ground, leaps high in the air, displays a great variety of steps. The men are less entranced by the drums and at all times have themselves under complete muscular and mental control. They smile because they are dancing a welcome to the visiting chiefs and the white men.

All Watusi men are trained from youth in dancing and athletics. However, the pureblood Giants never perform in public. The men shown here are professionals, in whom there is a strain of Negro blood. They practice for years in routines fixed like those of the Balinese, yet flexible enough to permit individual interpretations.





THIS CHORUS OF WATUSI STAMP IN UNISON BUT, UNLIKE MOST AFRICAN DANCERS, KEEP THEIR FEET HIGH OFF THE GROUND. THIS WELCOME DANCE PRODUCES SMILES

rightly costumed, this handsome solo dancer bends his supple body and moves his arms to the ever-changing tattoo of the drums. With spear and bow he feigns attack and defense.

A change of tempo and the Giant gyrates wildly, jerks his shoulders back and forth. In the background are Watusi herders who have flocked from the surrounding hills to witness the dance.



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CONGO FLOGGING

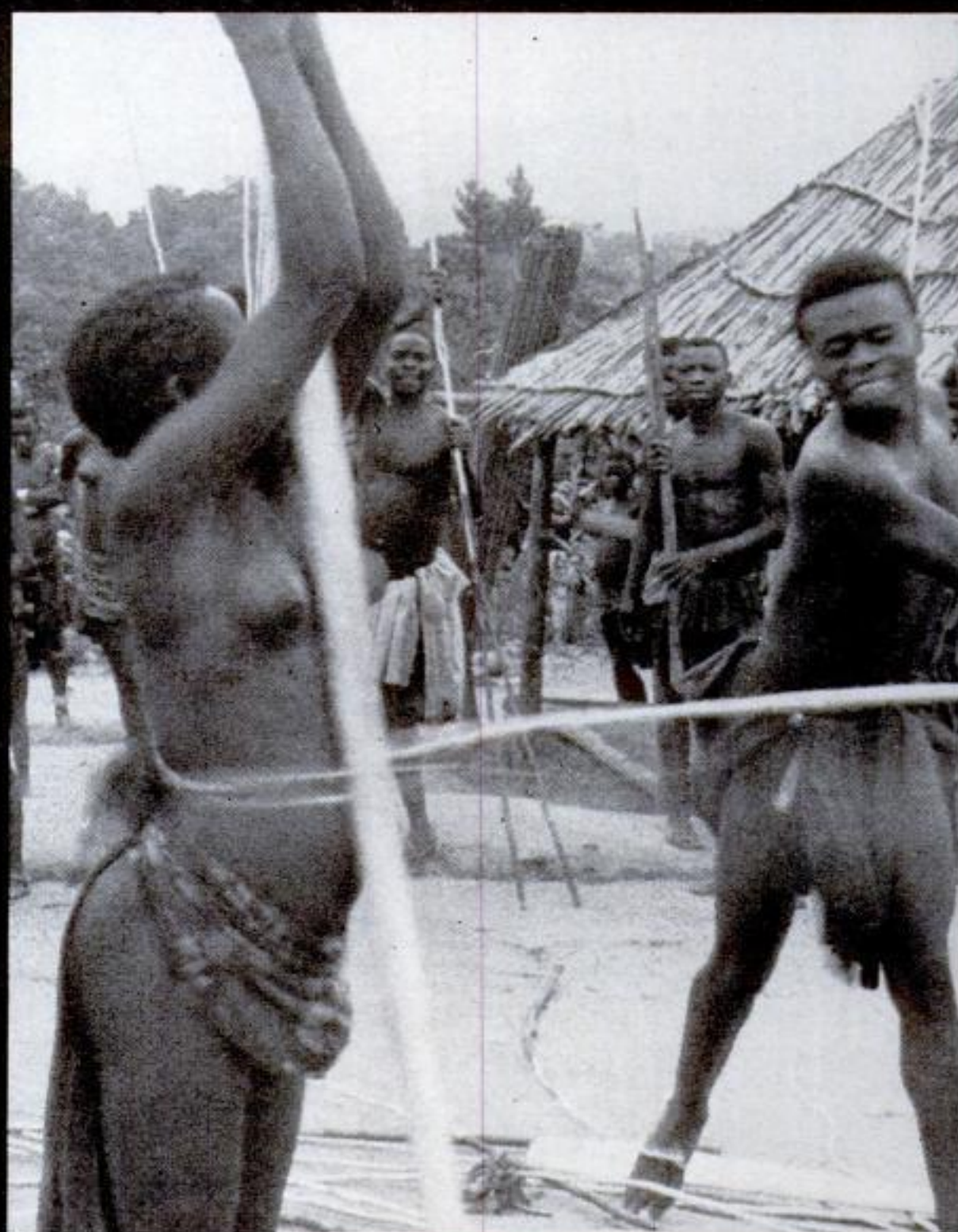
NATIVES TEST THEIR MANHOOD

The primitive Congo Negro considers his greatest virtue to be a manly ability to take punishment without flinching. Because his life is a hard one, he trains himself to have a complete disregard for pain.

Below, you see adult Bapere tribesmen voluntarily subjecting themselves to excruciating whiplashings. They are demonstrating that their courage is still as great as on the day they underwent the tortures of the initiation rites to manhood described on the op-

posite page. For the ordeal, long branches are cut in the forest and twisted into flexible whips. The men step up to a pole and with one hand jingle a bell while the lasher thrashes the whip around their bodies. Though their backs become bleeding welts, they continue to ring the little bell.

Occasionally the women taunt their men and are dared to the whipping post, where they too receive a severe beating (*below, right*) while Bapere men grin.



THOUGH FLOGGED EIGHT TIMES, THIS NEGRO'S BELL CALMLY TINKLES ON

THIS GIRL JEERED THE MEN, TOOK A LASHING WITHOUT FEAR



Bapere boys, grim-faced before the final ordeal, listen in their forest training camp to the masked witch doctors of the tribe who give them instructions and pain-killing drugs.



The final ceremony draws all tribesmen from the surrounding area to this forest clearing. Their women, forbidden to take part in the rites, sit and watch the painted men dance.



Young girls attend the ceremonies but not the actual operation, smoke their pipes, have a good time. Most of the frightened mothers creep into the bushes to hide their tears.

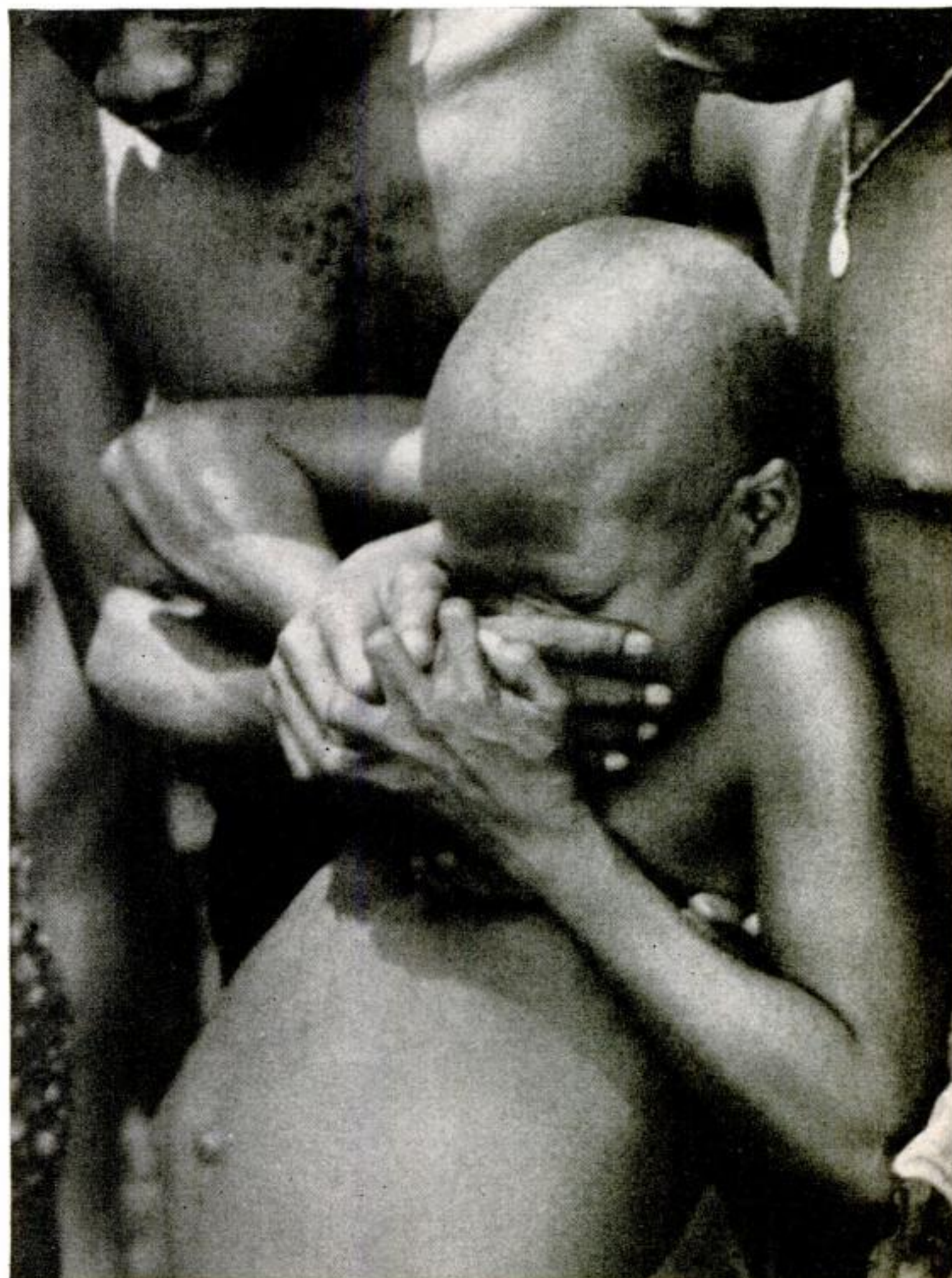
CONGO INITIATION

BOYS COME OF AGE IN A RITUAL OF PAIN

About every five years the Bapere Negroes of the Belgian Congo cease all work for a full year. That year is spent in initiating the tribe's boys into manhood. This ceremony, almost universal in equatorial forests, comes to a climax with a circumcision ritual. It is the most important one in Bapere life and the one held most secret from the eyes of the white man. To obtain these pictures, Mr. Denis and his party went deep into the jungle to a Bapere village, watched events there four months despite threats from the chief. With the coming of the ceremonial rites the natives forgot the visitors and their cameras.

The sacred year starts when Bapere boys between 7 and 12 are taken from their mothers to a camp deep in the forest for a prolonged education of hardship. There the mentors teach them tribal mysteries and history. Their heads are shaved and they are turned loose without food or fire. Obscene indignities and periodic beatings are inflicted. The Negro boy must never complain or show pain. If he weakens, he dishonors himself, his father and all his ancestors.

The night before the final ritual, the "Circumcision Bird" (acted by natives making unholy noises) whirs its wings over the village, shrieks epithets at the women who are thus terrified into believing that the Gods have ordered them to give up their sons forever. The next day the boys are returned to the village for the operation. Crude drugs are administered to deaden pain, and the witch doctor wields a blunt knife. In conclusion dancers celebrate the initiates' coming to manhood. Afterwards about 20% of the boys thus circumcised die of infection. Belgian authorities and missionaries have tried to wipe out this most sacred of tribal ceremonies, but it survives in remote districts.



Not a sound passes this Bapere boy's lips as the witch doctor operates on him. Trying to be courageous, he clamps his eyes shut in pain while his father's hand seals his mouth.

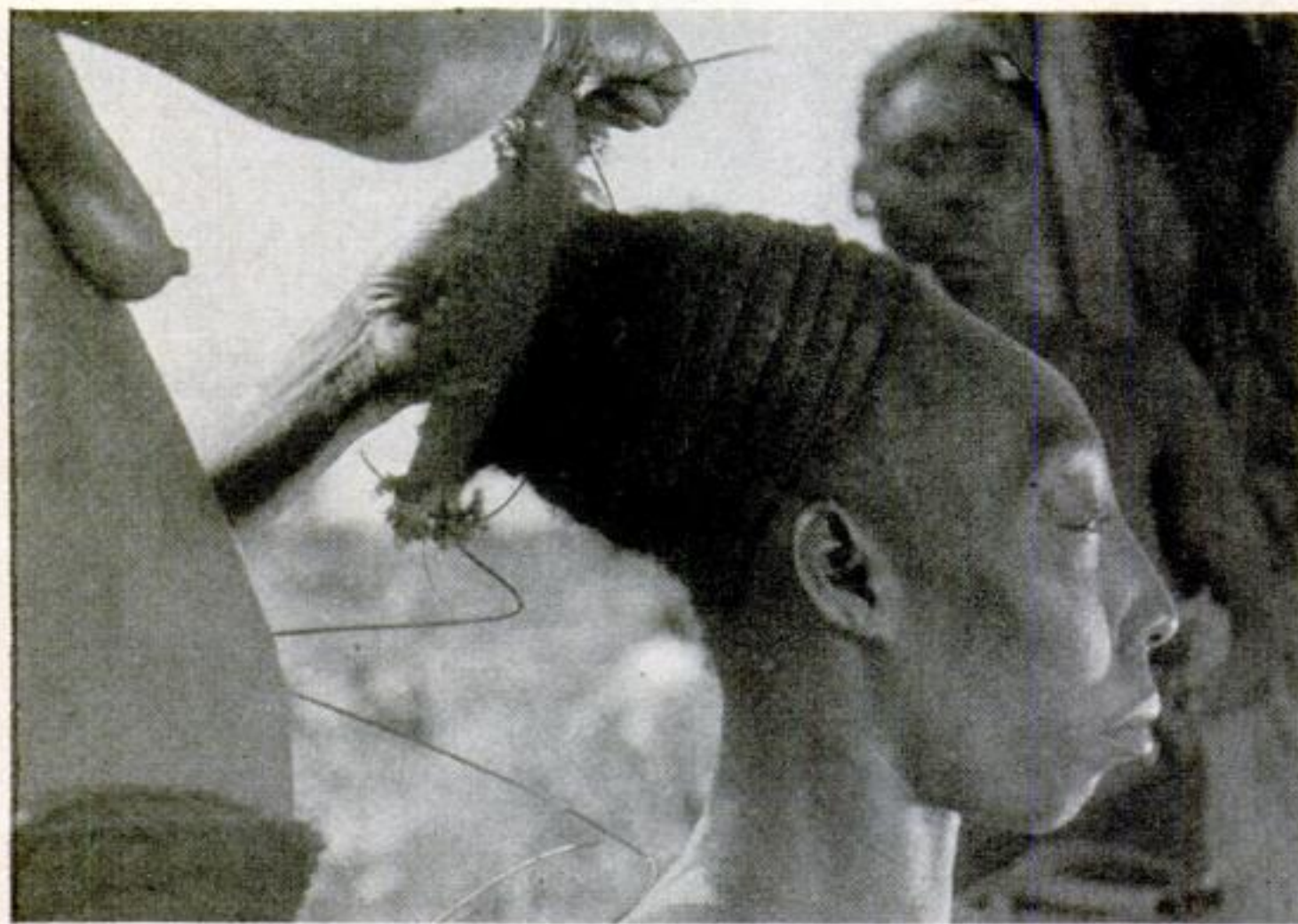
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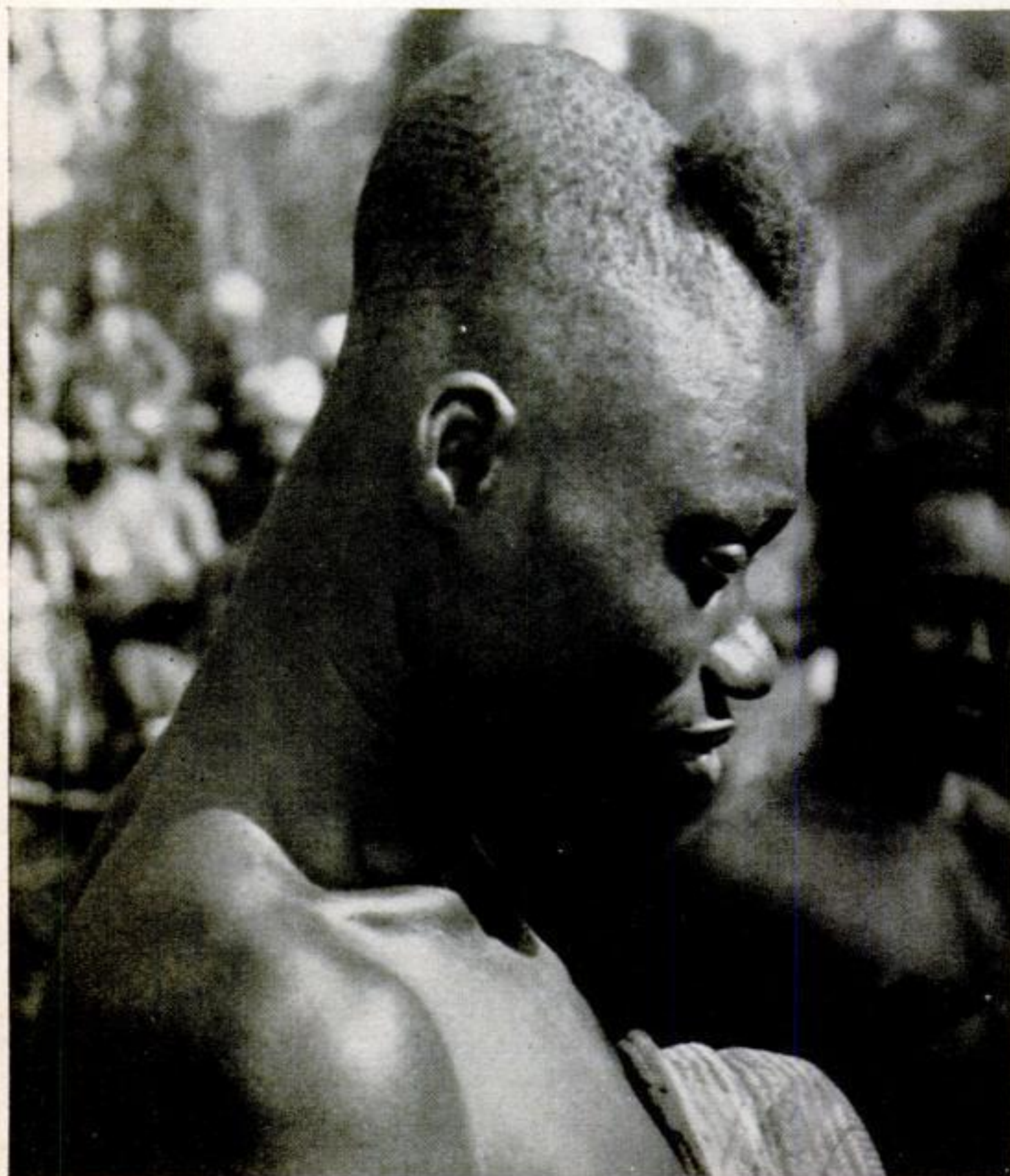
CONGO LONGHEADS

THEIR BEAUTY TREATMENTS BEGIN IN BABYHOOD

The practice of beautifying the body, one of the earliest human traits, distinguishes men from animals. Strangest of all beauty treatments found by the Denis-Roosevelt expedition in the Belgian Congo are those practiced by the Manbetu Negroes. Once among the fiercest cannibals in Africa, this tribe only recently gave up eating human flesh. The men are polygamous, following the example of their King Niapu who has 440 wives. The women spend a large part of their time lengthening the skulls of their newborn babies by tightly wrapping them in fiber bandages. When they grow up the men and women have heads that come to a high knob at the back (*see below*). The Manbetu, who normally have round, pudgy skulls are, if anything, improved in general looks by this rough treatment. It takes a year and a half to reshape a baby's skull, but the practice appears to have no harmful effect on the infant's brain.



A LONGHEADED MANBETU GETS HER HAIR FIXED



AS THE MANBETU GROWS UP HIS HEAD ASSUMES THIS SHAPE



To lengthen the head, fiber bands are wound tightly around the baby's skull while the bones are still soft. As the skull must grow in some direction it grows upwards. The head becomes a foot long, draws the skin, narrows the eyes so that they can hardly be opened.



The scalp of this baby (*above*) is seen above the wrappings. The marks on his face are dark blue paint. Bands are frequently removed (*below*) and the skin is massaged to prevent permanent scars. The Manbetu children do not seem to be bothered by their headbands.



CONGO PYGMIES JUNGLE NOMADS HAVE AN ELEPHANT FEAST

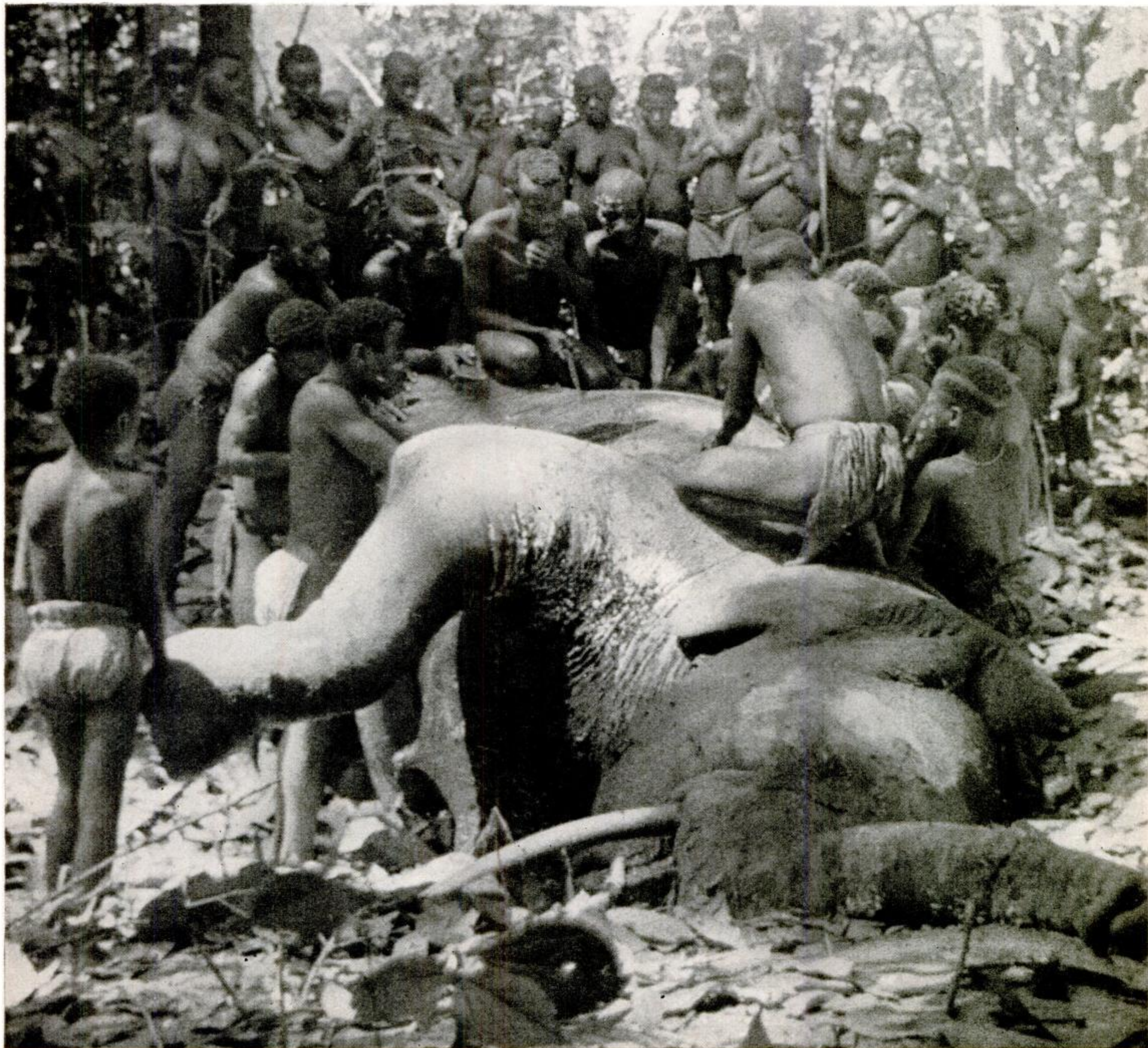
In the equatorial forests of Belgian Congo live the woolly-headed Pygmies. Not a bit like the ferocious, treacherous little demons that motion-picture thrillers have shown, they are cheerful, courageous groups of roaming hunters. They seldom sleep twice in the same camp, live from hand to mouth and seldom care where the next meal is coming from. Yet when starvation drives them into a new territory, they can turn their primitive minds to such engineering feats as building the bridge described on the next pages.

Pygmies resemble Negroes less than Negroes resemble whites. They now are practically the slaves of Negroes, who push them back into the forest, employ them as hunters. Congo Negroes use their own wives as beasts of burden and for purposes of reproduction. Because these women are often sterile, Negroes steal fertile pygmy women which in turn threatens the pygmy race with extinction.

The pygmy men are 4½ ft. high and weigh about 80 lb. The women are several inches shorter, and weigh 10 or 15 lb. less. In

color the race is lighter than the Negro. Congo Pygmies are children of nature, wandering from region to region in quest of game. Hunting with bows and arrows, they can catch only small game.

It is rare that Pygmies can feast on elephant meat. Hence when Explorer Denis procured an elephant (*below*), he offered the bloated carcass, dead five days, to them as a treat. Hungry as they were, they refused to eat anything until a special ritual had been completed. As shown below, the chief carefully slit away layer after layer of thick hide, transferring little bits of meat from his mouth to those of his followers. When he reached the last membrane covering the elephant's entrails, the youngest child in the tribe was called upon to gnaw it open and thus receive the strength of the elephant. As the child holed through to the noxious mass, gases inside exploded with a bang, asphyxiated the expedition's cameraman. The ceremony completed, the Pygmies ate 10 lb. apiece, smoked the rest and were content to cease hunting for six weeks.



THE PYGMY CHIEF ATOP THE ELEPHANT CEREMONIOUSLY PEELS THE HIDE FROM THE BLOATED BODY. PYGMY WOMEN PATIENTLY STAND IN THE BACKGROUND

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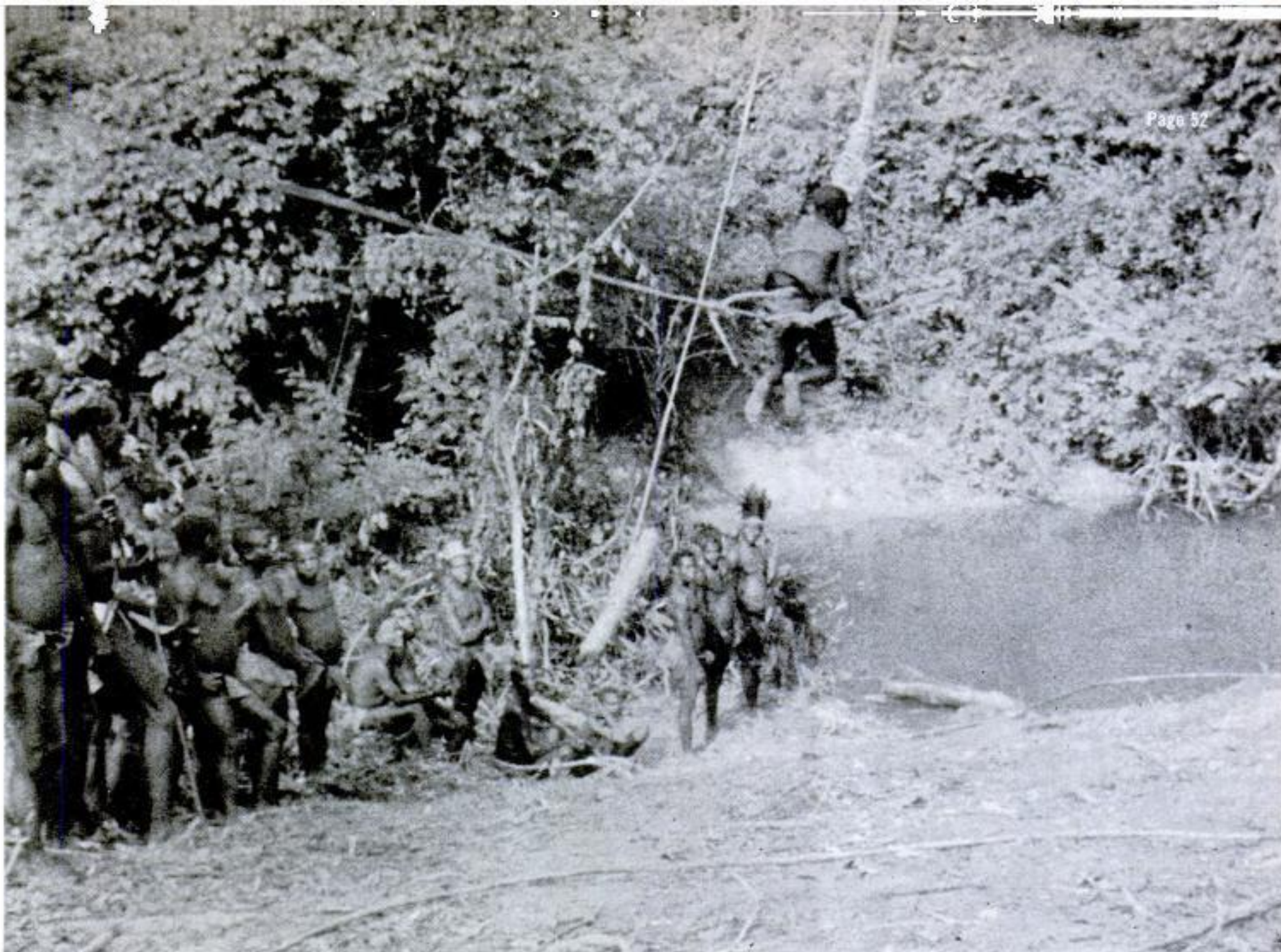
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A CONGO BRIDGE

PYGMIES MAKE IT IN A WEEK

When Congo Pygmies exhaust the game in a given region, they must press on to new territories or starve. Sooner or later they meet one of the many rivers which drain the Belgian Congo. Because they do not know how to swim and have seen many members of their tribe eaten by crocodiles, Pygmies have a deathly fear of water. It is then that they summon all their primitive ingenuity to string a bridge across the river by the methods shown on these pages.

Building bridges is hard, dangerous work for the Pygmies. Their achievement is as great to them as the Golden Gate Bridge is to the modern white man. Flimsy pygmy bridges, which are built of jungle vines, rarely last more than a year. Rain causes them to sag into the river waters where they rot and break.



1 Dangling at the end of a rope of vines fastened to a high tree overhanging the river, this Pygmy tests the

strength of his swing. Other Pygmies pull him back up to the highest point of the river bank before releasing him.



2 Rope stretched almost horizontal, the "swinger" can now be cut loose. Another Pygmy with a knife attached to the end of a stick has climbed the ladder to hack the rope.



3 Cut loose, the daring Pygmy starts his perilous flight over the river holding a hooked stick in his right hand with which to grasp the branches of trees on the other side.



4 Twisting and twirling at the end of his 150-ft. pendulum, he swings across the river, manages to hook his stick on a branch and attach his heavy swing to a tall tree.



5 Once the first vine is securely attached at both ends, other natives climb across like large spiders with more vines which they tie fast to the highest tree on the far shore.



6 A skeleton bridge is now strung across the river. All the tribe gets busy gathering short cross braces of vines with which they will bind together the long cross-river vines.



7 A crew of Pygmies works rapidly preparing the bridge for the passage of women and children. The bridge, about 60 ft. high, towers over the man standing by the river.



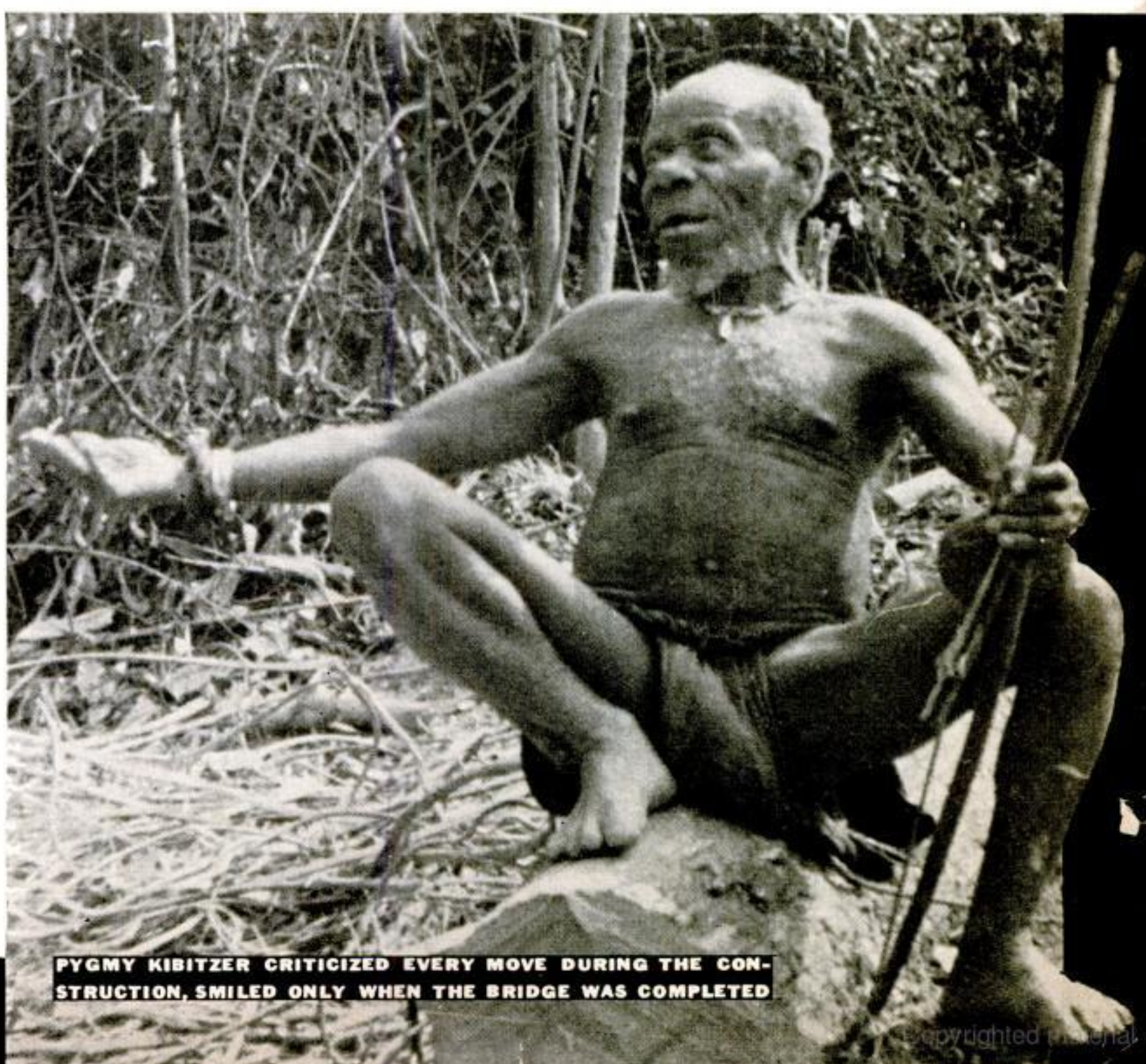
8 The job is nearly finished. Two groups working from opposite sides of the river are coming together at center, have only a few more feet of cross-hatching to do.



9 The whole tribe scrambles up the crude ladder at right to test the now-completed bridge. Note how the weight of the crosspieces has already made the long bridge sag.



10 Happy with their creation, these primitive people run back and forth across the bridge during one entire day. They worked a week on the job, went hungry throughout.



PYGMY KIBITZER CRITICIZED EVERY MOVE DURING THE CONSTRUCTION, SMILED ONLY WHEN THE BRIDGE WAS COMPLETED

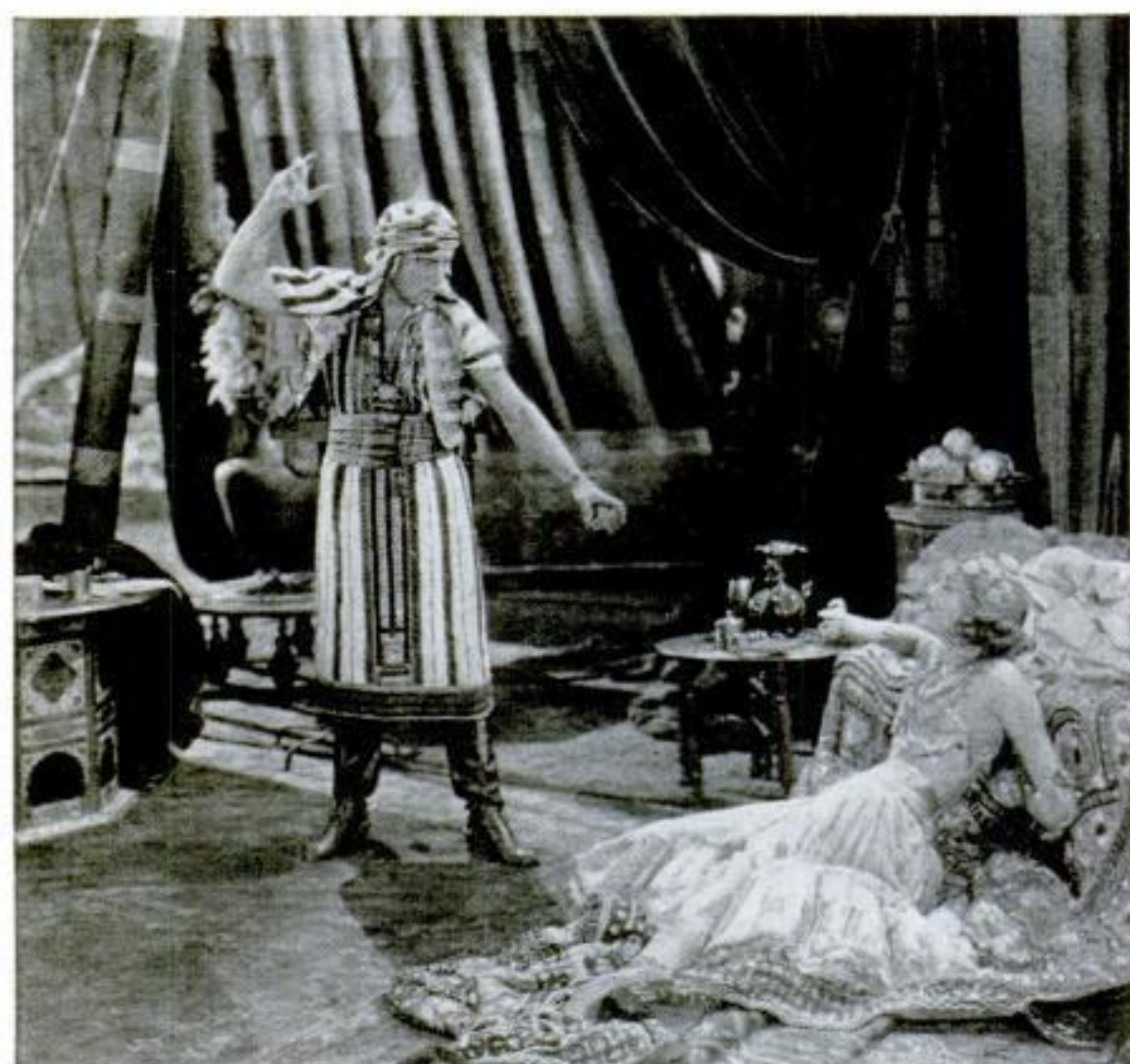
THE MOVIES HIT A SLUMP AND TURN TO OLD PICTURES TO FILL EMPTY HOUSES

Rudolph Valentino packs them in

For Hollywood to revive an occasional old movie is nothing new. But when old pictures outstrip new ones in box-office receipts, when nearly 300 of them are being dug out of the files for revivals, when queues line up before Broadway movie houses to see a star twelve years dead—that is something new. It means that America is having its first big revival craze. It also means that something is wrong with the motion-picture industry.

The craze began in New York and Chicago and is already sweeping 110 cities. Oldest revival is *The Birth of a Nation*, David Griffith's 1915 Civil War epic, which burst like a comet into an infant industry and matured it overnight. Most successful revival is the passionate Sahara love adventure of Rudolph Valentino (*on cover*), still advertised as "the greatest screen lover of all time." In Chicago his *Son of the Sheik* outranked such new features as *Test Pilot* and *Robin Hood*. In New York he packed two Broadway houses, grossing \$10,000 and \$11,000 a week.

One reason for this unprecedented phenomenon is a dearth of new films. Bent on economies, Hollywood has fired 3,500 film makers since Jan. 1, has at present 130 major pictures planned, as against last year's 190. Another reason is that a depression-hit nation has less money for movies, is shopping only for the best, has turned away from filmdom's hackneyed second-best.



In "*Son of the Sheik*," Valentino captures Vilma Banky, a beautiful French dancing girl. He demands a fearful revenge for the wounds received when her father had him lashed. These scenes once made women swoon.



In "*The Sheik*," Valentino leers at captured Agnes Ayres, about to kill herself (*below*) to escape a fate worse than death. She marries him when she dis-

covers he is really a nice English boy adopted by Bedouins. 1938 audiences snicker at these scenes, but Miss Ayres won a 20-week personal-appearance tour.

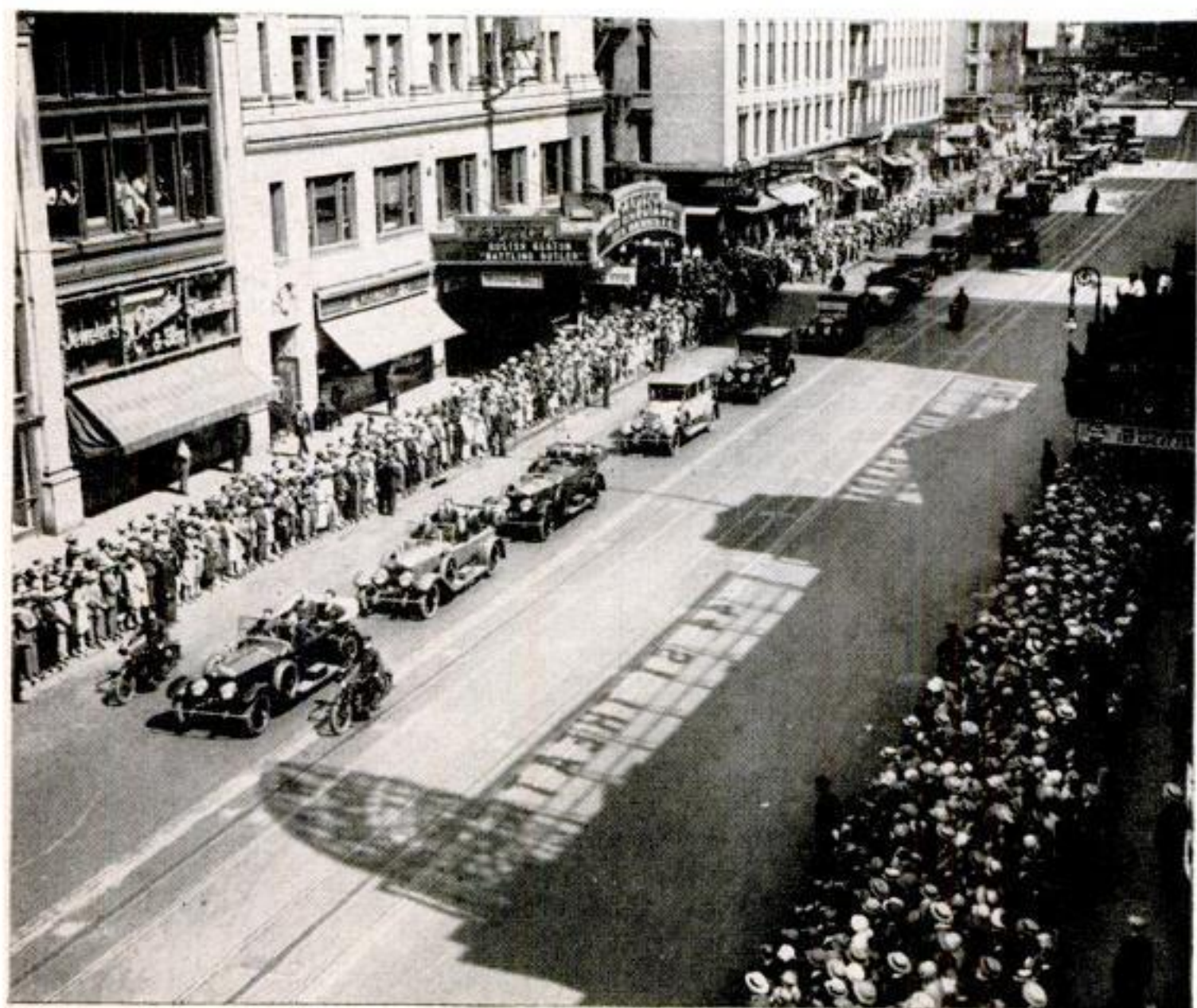




Not even rain could halt the 50,000 who swarmed to Campbell's Funeral Church, August 1926, to see Valentino in death. Some 10,000 waited in line all night. A Broadway block was closed to traffic. Store windows were broken and sidewalks littered with papers (below).



Thousands lined Broadway (below) as Valentino's funeral cortege wound down the avenue to St. Malachy's Church. His body was later taken to Hollywood by his brother, there interred in a crypt. Women still flock to it, keep it hung with fresh flowers and wreaths.



Black-shirted Fascists, two at a time, stood constant guard over Valentino's casket. On it lay a wreath inscribed: "From Benito Mussolini." The Fascist League of North America claimed that it was obeying orders from Il Duce. Il Duce denied giving any orders.

Rudolph Valentino's death packed 50,000 in funeral church, lined Broadway with mourners

Nothing so symbolized the amazing power of a movie star over the imagination of millions as the death of Rudolph Valentino. A young, wellborn Italian, he had emigrated to America, spent years of want in New York and California. He was successively a gardener, a brass polisher, a menial, a tango dancer, a bond salesman. Then he went into pictures, played a part in *The Four Horsemen of the Apocalypse*, stole the show and became a star. More than that, he became the romantic dream lover of women the world over. His sleek black hair, his mournful eyes, his Roman nose and muscular torso probably caused more heart throbs than any male who ever lived. *The Sheik* was his most popular picture, *Son of the Sheik* his last. He was earning \$1,000,000 yearly when he died.

On Aug. 23, 1926, Rudolph Valentino died of peritonitis in a New York hospital. His death made the front pages of the newspapers of the world. Fifty thousand people fought to see his body laid out in state in a Broadway funeral church. Pushing crowds injured 100. Souvenir hunters stole finery from his casket. Admirers banked the room with \$50,000 worth of flowers. Pola Negri, foremost movie "vamp" of the day, fainted dramatically over the corpse. One woman killed herself for grief.

Since then Valentino's memory has been kept alive by a nude statue in a Hollywood park, fan clubs in France and England. But strongest testimonial to his posthumous power is the revival which will bring him back to 5,000 theaters, net his exhibitor half a million dollars, make the great screen lover of 1926 one of the screen hits of 1938.

CONTINUED ON NEXT PAGE

THESE OLD MOVIES ARE MONEY-MAKERS AS 1938 REVIVALS

"Birth of a Nation," 23 years old, still leads the picture parade

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The Count of Monte Cristo, made in 1934, is still popular because of Robert Donat's performance. Here he is about to escape from the dark dungeon of Chateau d'If with the Abbé Faria to set out on a long journey of revenge and vindication.



All Quiet on the Western Front, made in 1930 from Erich Remarque's best-seller, gave War movies a second popularity wave. Its battlefield scenes were famed for realism. Now, eight years later, it competes with *Three Comrades*, Remarque's latest.



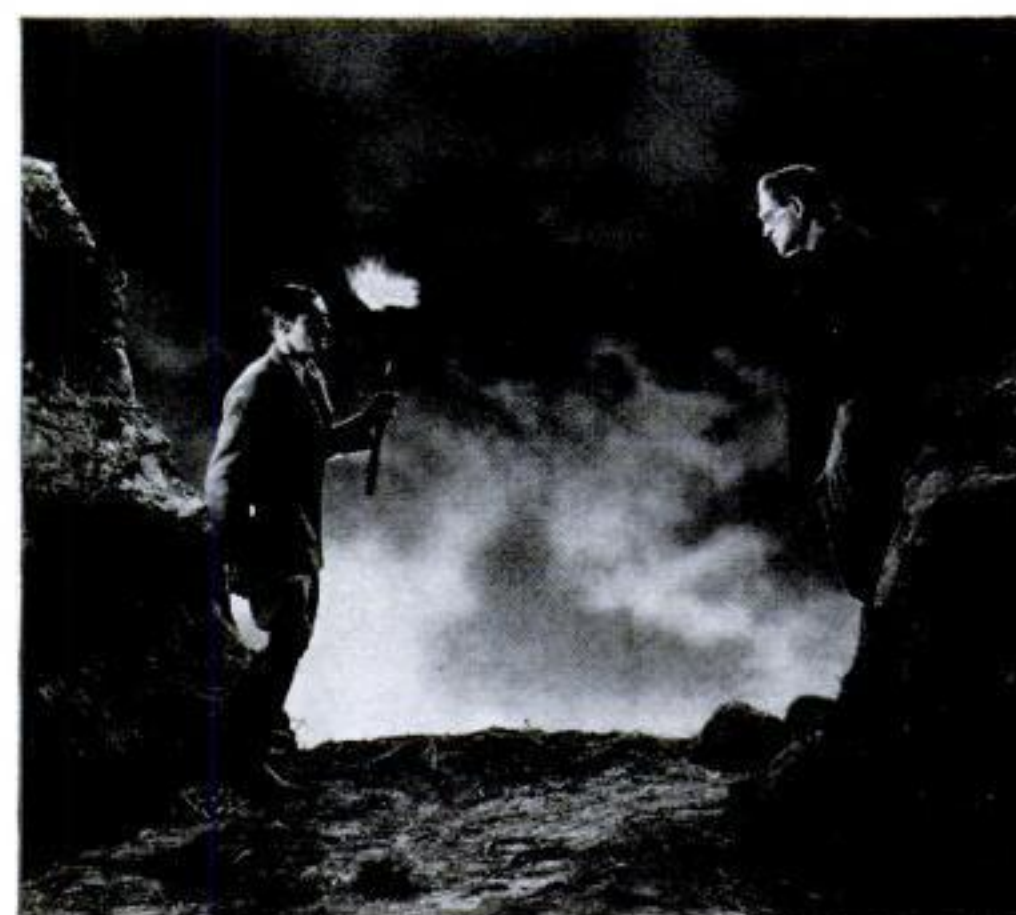
The Birth of a Nation, made in 1915, cost \$85,000, grossed David Wark Griffith \$15,000,000. Its battle scenes are still used as models. John Wilkes Booth, having shot Abraham Lincoln, leaps to the stage shouting "Sic semper tyrannis."



King Kong, made in 1933, has been one of the biggest money-makers of all time. This is the trick end in which Kong has climbed to the top of the Empire State Building, is machine-gunned by army planes as he holds Fay Wray in his power.



The Thirty-nine Steps, made in 1935, was one of the first British spy pictures to click in the U. S. Here is Robert Donat holding Madeleine Carroll's mouth lest she scream and betray him to police who are pursuing him on the bridge overhead.



Frankenstein, made in 1931, was never excelled for cold horror. Dr. Frankenstein and his monster, Colin Clive and Boris Karloff, confronting each other murderously on a lonely mountain top, again send shivers down audiences' backs in 1938.



You can obtain a reproduction of the above drawing, suitable for framing, by writing to Seagram-Distillers Corp., Chrysler Building, New York City.

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Life Goes to a Party

With the children of St. Joseph, Mich. at a Blossom Festival Ball

Blossom Festivals are a plague upon the face of America during the merry month of May. Like thousands of other U. S. communities, St. Joseph, Mich., and its twin city, Benton Harbor, break out each spring with a Blossom Queen and all the other routine trappings of such a public display. But unlike thousands of other U. S. communities, St. Joseph also has a special shindig for youngsters from 2 to 12 which includes a Grand Juvenile Ball and the coronation of a Bud Princess. Inaugurated six years ago by a local hotelman, this feature of the St. Joseph Festival gives it a distinctive charm of which it may well be proud.

This year's Juvenile Ball came at the end of a crowded day which included a children's parade, floats, and prizes for costumes,

comic numbers, and harmonica playing. Around 7:30 p.m. more than 1,000 children, many of them accompanied by their parents, jammed a local dance hall called Shadowland for two hours of fun and dancing at the Grand Juvenile Ball which preceded the Blossom Prom. Boy Scouts and police served as ushers and guardians and the sale of beer and cigarets was temporarily discontinued. A pretty 7-year-old named Betty Jean Wilson was crowned Bud Princess and an incredible amount of ice cream and soft drinks was consumed by tiny tots whose costumes rivaled in formal elegance those of their sophisticated elders. During the evening everything was lost from bracelets and combs to a number of assorted parents. All the latter were eventually found and returned to their owners.



A diminutive dancer at the Grand Juvenile Ball was this very young lady whose dancing technique left little to be desired. Another little girl served as her ballroom partner.



Seriously sampling ice-cream cone and a soft drink is 5-year-old Jane Ellet. Altogether the youngsters demolished about 1,440 bottles of pop and an untold amount of candy.



A cavalier of 7, Charles Pierce, calls for his girl friend, Betty Jean Wilson, before the ball.



Holding her train, Charles escorts Betty across the lawn to the car which takes them to the Grand Juvenile Ball.



Betty is crowned Bud Princess by Blossom Queen Dorothy McBride. At left stands Betty's escort, Charles Pierce. At right, Crown Bearer Susan Watt.



Father George Van Buskirk, like many another parent at the children's party, carries his pretty 3-year-old daughter Tamara from the large dance pavilion at the end of the ball.



A right royal dancer was Bud Princess Betty Wilson, here shown with Escort Charles Pierce enjoying their first dance after the grand march. Note the admiring little girl at the rear.

CONTINUED ON NEXT PAGE

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A 3-year-old member of the princess' court was Donna Jean Hoffman who pauses for a moment from the rigors of the dance. Most of the boys sported boutonnieres.



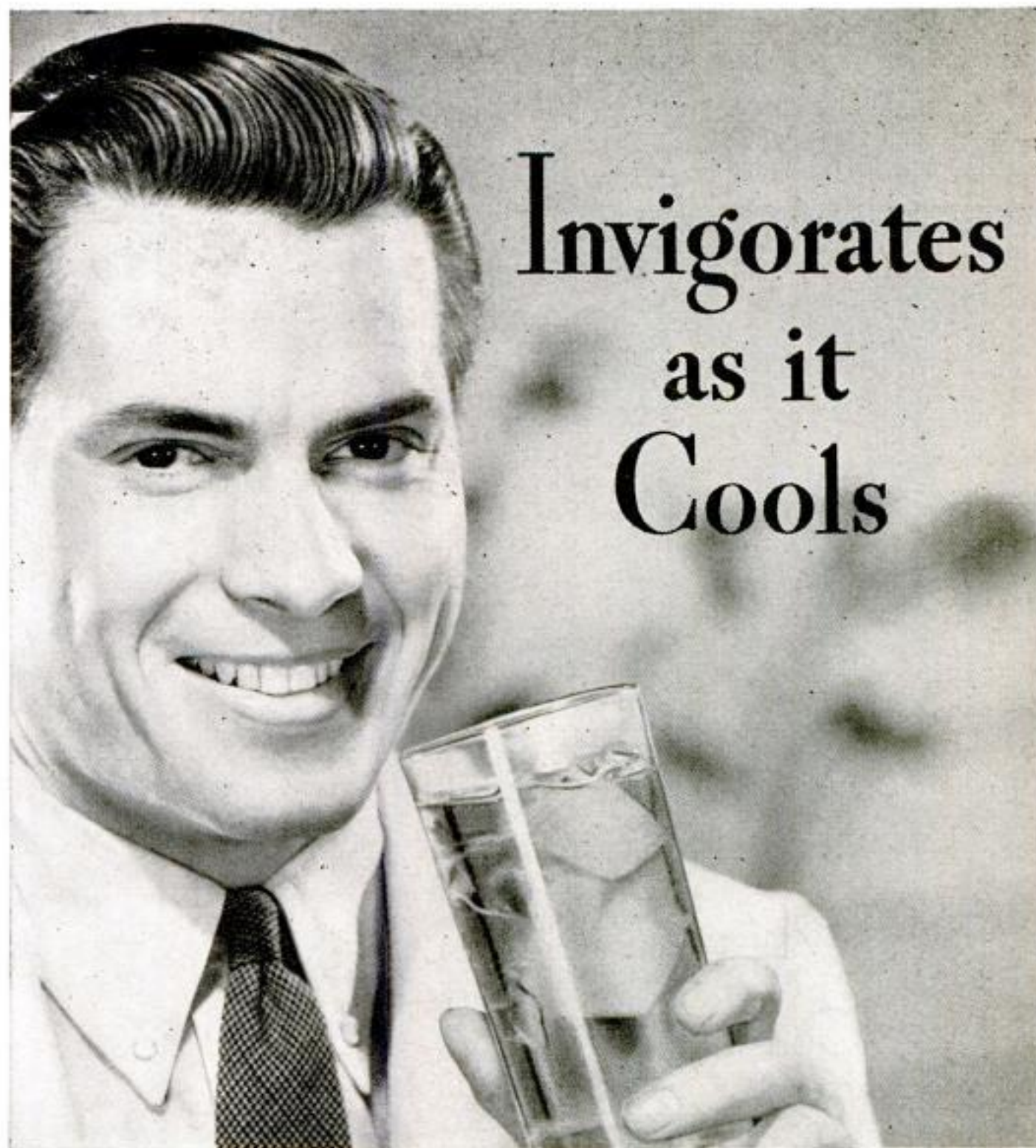
Party belles too young to have boy friends were escorted to the dance by their mothers. These two wore low-cut evening gowns with bright red evening jackets.



Proud mothers watched their children dance at the Juvenile Ball. Later on the older children, took over Shadowland for more grown-up fun at the Blossom Prom.



A sleeping beauty was Princess Betty Jean Wilson as her grandmother, Mrs. J. L. Wilson, took her home in an auto when the Grand Juvenile Ball ended at 9:30 p.m.



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PICTURES TO THE EDITORS



MILKMAID CLIMBING FENCE

Sirs:

One day while strolling through the woods in search of wild flowers, I came upon this fair milkmaid climbing a fence. Being a grandfather, I fell to photography. When the picture taking was over, I ate my six raisins—and shot myself.

JAMES D. FOLEY

Rochester, N. Y.

GARRISON AT PLAY

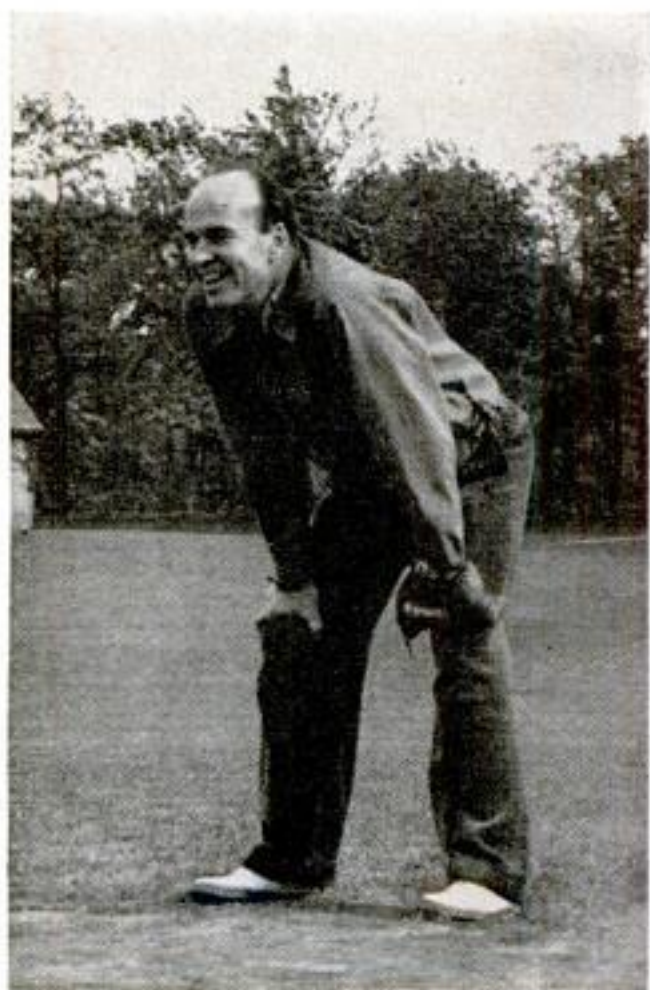
Sirs:

There appeared in LIFE recently a picture of Lloyd K. Garrison, Dean of the University of Wisconsin Law School, depicting him hard at work in class. I submit pictures that portray his more care-free association with his students.

These pictures were taken at Sunset Point, Madison, the occasion being the annual "Faculty-Senior Law Student Picnic." The main event was a ball game between the faculty and the students. The dean clouted a four-base hit and also played a very good game around first base, thus helping the faculty to win 9-to-7.

IRVIN J. DOUDNA

Madison, Wis.



LONDON ZOO

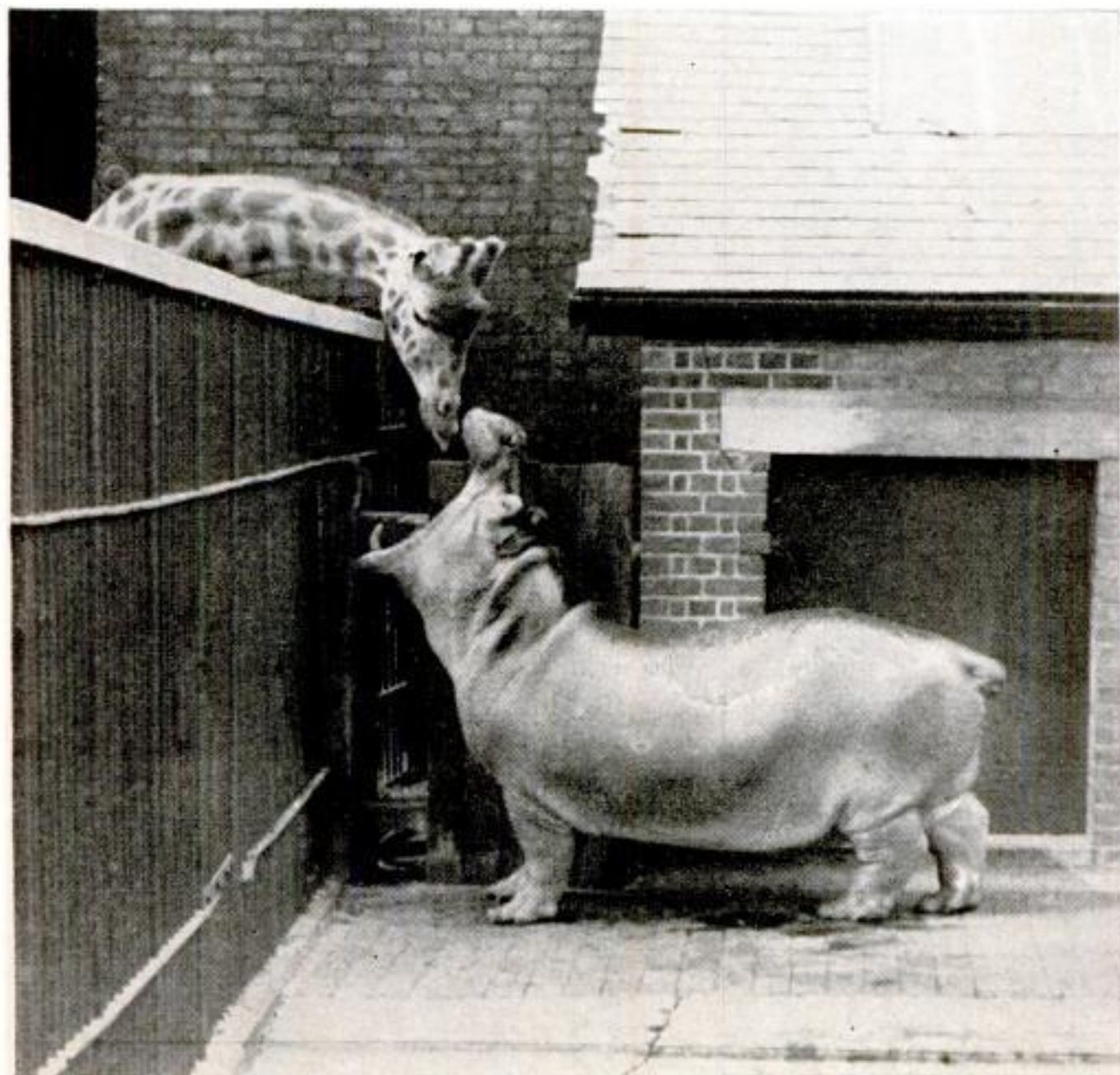
Sirs:

I am enclosing a photograph which a friend of mine sent me from England and

which was taken at the London Zoo. I think it is extremely funny.

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75th Anniversary of the Battle . . . Last Reunion of the Blue and Gray . . . an event you must not miss—bring the children!



GEORGE H. EARLE
GOVERNOR OF THE STATE
OF PENNSYLVANIA

PENNA. STATE PUBLICITY COMMISSION
HARRISBURG, PA.
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PICTURES TO THE EDITORS

(continued)



JESSE JAMES?

Sirs:

Claiming most persuasively that he is the original, notorious Missouri outlaw, Jesse James, 90, has returned to the realm of the living after a 51-year hide-out, held a capacity audience at the American Theatre (Chattanooga), spell-bound.

Supposedly killed by Bob Ford in 1882, James says that it was Charles Bigelow who was shot and that he (James) switched guns and clothing. According to Jesse, he's been living in Colorado as Jim Walker for 51 years.

Armed with 54 depositions and other legal proof, coupled with his "dovetailing" account of his life, this writer, not too gullible, will accept Jesse's tale until someone proves otherwise.

MIKE GEESLIN

Industrial Y. M. C. A.
Chattanooga, Tenn.

SUN GLASSES

Sirs:

On Friday last I snapped the enclosed photograph at approximately noontime. In my afternoon mail came LIFE, with three pages devoted to the various styles

of sunglasses. Here's one you missed: Sunglasses for infants.

The baby is Ralph Moness, 7-month-old daughter of a friend.

RICHARD S. LEVY

Buffalo, N. Y.



THEODORE SEDGWICK

Sirs:

On May 29, the New York Herald Tribune published a set of pictures on New York's last World's Fair held in 1853. The moving spirit of that Exposition was a man named Theodore Sedgwick but the Tribune failed to locate any likeness of that earlier Grover Whalen, maintaining that pictures of him were extremely rare. In 1859, when Mr. Sedgwick died, the editors of Harpers Weekly also deplored that they were unable to furnish a picture of him for their readers.

I located this supposedly rare portrait in the Illustrated News of February, 1853. The original, you will see, was a daguerreotype by Brady.

WILLIAM G. BASIE

New York, N. Y.



FROM A DAGUERRETYPE BY BRADY.

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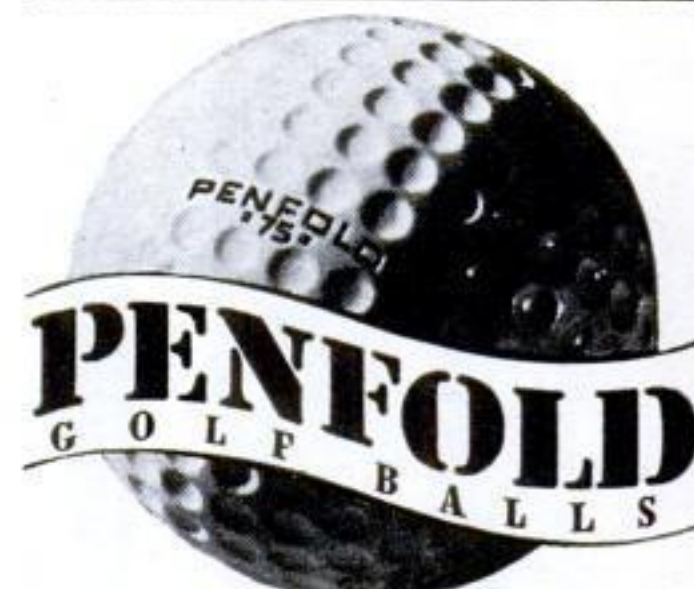


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*Going to your
Class Reunion?*



"POKEY" PARRISH: "No fair, you little weasel! I saw you sneak that hand in!"

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Want to double your enjoyment of any high-spot occasion? Then you'll want TEN HIGH! For this famous bourbon with "No Rough Edges" ripens in winter as well as summer in modern weather-controlled rackhouses, week after week, month after month, in the world's largest distillery!

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THE HIGH-SPOTS OF LIFE



90 PROOF Hiram Walker & Sons Inc., Peoria, Illinois; Distilleries at Peoria; Walkerville, Ontario; Glasgow, Scotland



BUSINESS GIRL—1938 MODEL—Office manager Olive Tucker keeps disarmingly calm despite nerve-nagging phones, buzzers, interviews. "If anyone needs healthy nerves, I do," Miss Tucker smiles, adding: "That's one reason why I smoke Camels. They

never get my nerves upset." Later—much later—Miss Tucker skips to the rooftop gym for a quick work-out. Next—shower—rub—a Camel—and she's up and off again! Tired? Miss Tucker's answer: "Camels give my energy a refreshing 'lift.'"

Cigarettes may *look* alike—but what an appealing difference there is in Camels!

As a smoker, you'll be interested to read what Miss Tucker, successful young office manager, said to Miss MacGregor about the difference between Camels and other cigarettes (at right).

WELKER COCHRAN, who has won many important championships at billiards, says about *his* choice among cigarettes: "Camels give me *real* smoking pleasure. Under the strain of a championship match, Camels never make me feel jittery or unsure of my 'touch.' The saying, 'I'd walk a mile for a Camel,' expresses just the way *I* feel too!"



"Olive, do you always serve Camels because you feel that there's a big difference between Camels and other cigarettes?"



Old Man Business licked for another day, Miss Tucker entertains graciously—and *thoughtfully*! There are lots of Camels around her smart living room. Miss Tucker says: "Camels are the favorite with my guests and are delightful for topping off a meal. During and after dining, I smoke Camels 'for digestion's sake.' Camels set me right!"

"I'm very glad you've brought that question up, Helen. I've tried as many kinds of cigarettes as most people, I guess, and I'm amazed at how *different* Camels are. Camels are extra-mild—they never bother my throat. And Camels are good, yet never leave that 'cigarette' after-taste. In so many ways, Camels *agree* with me."

Camels are a matchless blend of finer, **MORE EXPENSIVE TOBACCOS**—Turkish and Domestic



PEOPLE DO APPRECIATE THE COSTLIER TOBACCOS IN CAMELS

THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA

ONE SMOKER TELLS ANOTHER "CAMELS AGREE WITH ME!"

"You bet Camel is our choice of cigarettes," say these tobacco planters—and they *know* tobacco because they *grow* it!



Mr. George Crumbaugh, well-known planter, had his best tobacco crop last year. He says: "The Camel people bought the choice lots—paid more than I ever got before. Naturally, Camel's the cigarette I smoke myself. Fact is, most planters favor Camels."



"I know the kinds of tobacco in various cigarettes," says Mr. Beckham Wright, 19 years a tobacco grower. "Camel got my choice grades last year—and many years back," he adds. "I know Camels are made from **MORE EXPENSIVE TOBACCOS.**"



Last year, Mr. Walter Devine says, his tobacco brought highest prices. "Camel took my best lots," he says. "Other planters also got top prices from Camel for extra-choice grades. Naturally, I'm partial to Camels. Most growers here are too."